PRESBYTERIAN - ST. LUKE'S FASHION SHOW

1963

MIDWEST NEWSCLIP, INC.
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Austinite
Chicago, Ill.
Weekly Circ. 25,000

SEP 22 1963

Plan Tea at Coffee

A SMALL COFFEE to plan a big tea! The big event being planned by the above ladies is the Silver Tea and fashion show at First Presbyterian church of River Forest, Quick and Lathrop, Friday, October 4, 1 p.m. Planning the event with Mrs. S. C. Narland (seated) of Monroe avenue, River Forest, president of the women's society, are (left to right) Mrs. Donald Smyth, Davis street, Melrose Park, president of Friday circle; Mrs. Kirk Holland Jr., of Jackson avenue, River Forest, representing Cosmos circle; Mrs. Thomas O'Neill, 77th court, Elmwood Park, president of Circle 47, sponsoring circle of the event and Mrs. Carl Faust of Park avenue, River Forest, president of Leal guild.

After the show, tea will be served by four circles of the women's society of the church.

All women of the community are invited to attend this gala event benefiting Presbyterian-St. Lukes hospital. Tickets may be purchased at the church office or from Mrs. Ned Ochiltree Jr. of Keystone avenue, River Forest, Forest 9-6389, ticket chairman.

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Tribune
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OCT 3 1963

Third Time for Alliance

Maria Callas to Sing Benefit

BY ELEANOR PAGE

THE NEWS that Maria Callas will sing her third Chicago benefit concert for the Alliance Francaise next April 17 was told by Mrs. Nevins Kirk, head of the woman's board of the Alliance, at a luncheon yesterday in the Casino.

"We're very much excited; she hasn't been in Chicago for five years," said Mrs. Kirk. "I picked on her every day for four years until she said she'd come."

It was Mme Callas who in her American debut in 1954 "put the Lyric opera on the map," according to the Tribune's music critic, Claudia Cassidy, and there's no denying that this oprano, born in Brooklyn of Greek parents, has earned her reputation as "the era's most colorful and controversial prima donna."

Fans rioted when she failed to appear for a performance at the New York Metropolitan. She fled from the Rome opera in tears, turned up two weeks later at the second Alliance benefit and received an ovation. She sang her first "Butterfly" anywhere with the Lyric in 1955; sang in English for the first time in London last year and received a minute's applause for each minute of singing.

She joined the international jet set cruising on Aristotle Onassis' yacht. In Munich last year she sighed: "It is a burden to live with fame." In Italy last July 11 newsmen awarded her a golden bottle filled with vinegar as "the most difficult to approach in the past year."

Her Alliance benefit fees were said to be $10,000. But in Paris this year she reportedly received $13,000 for a concert at which 30,000 roses were imported to decorate the house. [How many will be used to decorate the Civic Opera House for the Lyric opening tomorrow?]

Mme Callas has just bought a house on the Avenue Foch in Paris, Mrs. Kirk told her co-

Maria Callas

workers. They already are compiling lists for dinner parties before the benefit.

Women's Western

Golfing tales from all over made interesting conversation at the annual luncheon of the Women's Western Golf association yesterday in the Racquet club. In Japan, for instance, Mrs. Owen West found that sympathetic caddies "weep when you miss a putt." The caddies are women aged 19-25, and they wrap their heads in chiffon to keep off the sun, she related. Instead of replacing a divot, they reach into a little bag with a small shovel and place a bit of dirt, fertilizer and seed on the bare spot!

Mrs. William W. Scott of the Beverly Country club, who was re-elected president, and the other officers wore yellow plumeria corsages flown from Hawaii. "We try to schedule our annual meeting away from the world series," she told luncheon guests, "but one year we coincided with a Presbyterian-St. Luke's Fashion show, and I don't know which is worse!"

Among past presidents at the meeting were Mrs. Paul Walker, Mrs. John Eliot Warner, who is just out after having suffered a broken hip; Mrs. Ferdinand A. Bunte, and Mrs. Lawrence O'Toole.

Visitors Feted

The welcome mat is out for a number of British visitors, among them Lord and Lady Oaksey, who flew in from London to spend a month with their son-in-law and daughter, the British consul general and Mrs. Philip G. D. Adams. Mrs. Adams' father—a judge who recently retired as Lord of Appeal in Ordinary—and mother will be among their guests at the Consular ball tomorrow in the Drake hotel.

Mr. and Mrs. Bennett Archambault are giving a small dinner tonight for the Hon. Alexander Hood, for whose family three famed British warships were named—and his wife. They also are here from London for a few days.

Special Welcome

There's a special welcome for the former British consul general here, Sir Berkeley Gage, who recently retired as ambassador to Peru, and Lady Gage. They arrived yesterday to stay with the Daggett Harveys, and will be widely dined and wined. The English Speaking union will give a reception for them this afternoon, and the Harveys will be dinner hosts tonight. Mr. and Mrs. Bindley C. Cyrus will entertain Monday with friends from the British West Indian community as guests. Mr. and Mrs. William Wood Prince will give a dinner next Wednesday, and Mr. and Mrs. R. Winfield Ellis will give one next Thursday.

man, ... who has ... is another model ... great demand for the show ... since Mrs. Frank H... bard had ... bright idea of putting on a fash... parade to take the place of the old time charity ball.

Tradition Behind Grove

There's an equally interesting tradition behind Grove House, whose dinner dance will be such a fashionable affair. Deborah Butler and Nancy Ryerson, granddaughters of two of its founders, Mrs. Hermon Beardsley Butler and Mrs. Edward L. Ryerson, are only two of the younger generation who are on the debutante committee. Other granddaughters and daughters of early board members will have tables.

Mrs. James L. Hougteling, whose husband is a nephew of Mrs. Butler and who is, as you know, a cousin of President Franklin D. Roosevelt, is the chairman of the benefit. Prince Michael Cantacuzene, great grandson of Presider... Ulysses S. Grant, and a gran... nephew of the first Mrs. Potter, ... the "instigator" of the affair, fo... it was he who originated the ide... of the Mayfair Room and gave hi... good friend, Mrs. Leslie Wheeler (a... member of the board of Grove ... House for Convalescents) the op... portunity to use the preview of the ... supper club for her favorite charity.

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Sunday Sun-Times
Chicago, Ill.
Circ. 670,127

JUN 23 1963

NEIGHBORHOOD ANTIQUE FAIR

He Turns Alley Into Gay Gallery

By Jane Gregory

An idea, an alley and a corps of co-operative neighbors were just about all the Park West Community Assn. had when it started working on its first antique fair to be given this weekend. Fortunately, the North Side urban conservation group also possessed another significant factor, an active member in good standing in the person of John A Holabird.

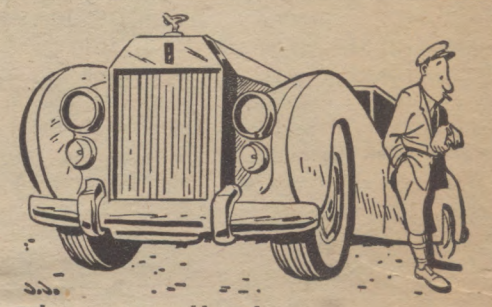
A past president of the organization, this soft spoken, unassuming young man is one of the city's leading architects, a home owner in the area bordering on Lincoln Park.

HOLABIRD WAS given the assignment of dreaming up a means of transforming a two-block stretch of typical city alley into a festive setting for 40 antique dealers who were to set up shop in private garages along the route. Because the event was being done by volunteers as a benefit for local civic projects there were limitations on budget and the number of man hours available to translate paper plans into accomplished fact.

Holabird turned to his drawing board and whipped out a set of sketches for the scene. "It doesn't look like a medieval street festival in Siena but that was the departure point for my thinking," explains the designer. The realization of his design are on view this weekend at the fair.

More than 300 felt pennants of varying sizes have been festooned across the alley just north of Fullerton between Clark and Orchard streets. "My first thinking," says Holabird, "was to limit the flags to three or four colors. This proved to be impractical so now it's a kind of coat of many colors."

HOLABIRD CALLS STAGE design one of his first loves. Professionally, he designs large buildings like the new ultra modern Francis W. Parker School and his latest project, a center for the elderly. His active sideline interest in stage designing dates back to school days when as a student at Harvard he did stage settings for drama club plays.



They Spell Chic,
R-O-L-L-S R-O-Y-C-E

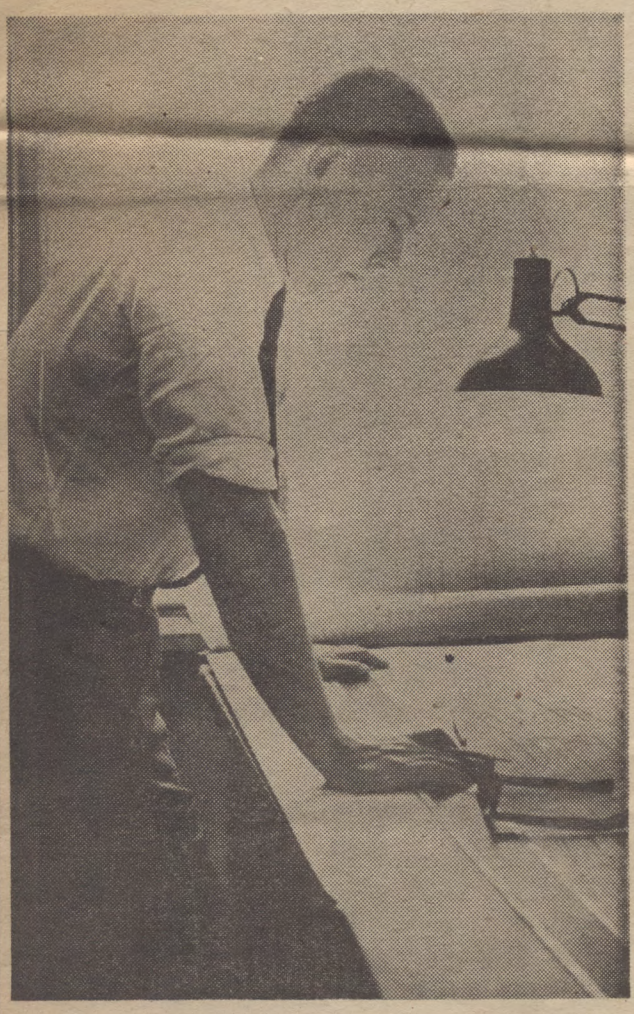
See Page 4, This Section

After graduate work in architecture at Harvard he went on to head the drama department at Bennington College where his talented wife Donna served as his assistant. He also taught for a time at Parker.

He never, however, lost touch with theatrical productions. His talents have been utilized in settings for such Chicago fixtures as the Presbyterian-St. Luke's Fashion Show, the Passavant Debutante Cotillion.

THE PHILOSOPHY behind each of Holabird's designs is essentially the same. "You do as little as possible," he says modestly. "The design is a background for whatever is being played up—be it debutantes or fashions or antiques. And you must keep in mind the fact that people are going to be aware of the setting for the first five minutes. Then, they forget it to concentrate on what's going on."

Holabird couldn't stay in town to see the finished production of his "Antique Alley" or the festivity of the Mid-North Assn. garden walk in the adjoining neighborhood. He, his wife and their four young daughters are off to Mexico where the girls will spend the summer studying art in San Miguel.



Architect John A. Holabird confers with Inge Cukic on one of the designs he is doing for his company. When the young architect turns his talents to theatrical projects he creates setting for everything from debutante balls to street fairs.

Technical problems of a large public building take up Holabird's drawing board at the moment. Before going into architecture on a full time basis he headed the drama department at Bennington College.

One of Holabird's recent projects is the pennant decked setting that transforms the alley north of Fullerton into a two block fairground for this weekend antique fair and garden walk. (Sun-Times Photos by Carmen Reporto)

Strings with Colored material hanging off. red - blue - magenta -

CHICAGO DAILY NEWS
For and about WOMEN

SECTION FOUR SATURDAY, JANUARY 19, 1963 PAGE 29

A WEIGHTY SOCIAL STUDY

Size 10 for Status

BECAUSE she watches her weight carefully, Mrs. Daggett Harvey can wear form-fitting evening dresses. A grandmother, she believes that the desire to wear high fashion clothes keeps many women slim.

LEFT — Mrs. George S. Chappell Jr., must watch her diet to remain a size 10. Active in charity work, she finds that frequent luncheons make dieting even more difficult.

Slimness Stressed By 'Upper Class'

BY PATRICIA MOORE

A SIZE 10 dress is as much a status symbol as is a Rolls Royce.

A recent medical research paper on obesity concluded that women at the top of the socio-economic ladder are more slender than those at the bottom.

The findings aren't startling to anyone who has conducted his own girl-watching survey, comparing the scene on N. Michigan Av. with that in some other shopping sections. The women on the Magnificent Mile are thinner.

The social pressure to have a slim figure is much greater in the champagne and caviar set.

* * *

THIS society writer can count on one hand the number of chubby society women who are on the fair side of 60 years old. Even among the plus-60 women very few are heavy and some like Mrs. Howard Linn, who has always been a leader in fashionable circles, are quite slim.

Why the social pressure to be slim? The fashionable ideal for American women, patterned after models and movie stars, is a slender figure.

Clothes are another reason for staying trim. Women of means buy good designer dresses and such a wardrobe requires a slim figure.

Can you visualize a size 16 woman in one of Oleg Cassini's molded sheaths? The most recent trend in high fashion is the ball gown with straight, slim skirts. Such gowns would be a fright on a woman with 38-inch hips.

* * *

THE RESEARCH that turned up the silhouette difference between upper and lower-class women was conducted by Dr. Albert Stunkard, chairman of the psychiatry department at the University of Pennsylvania.

It showed that 32 per cent of lower class women were fat, compared to 4 per cent among upper-class women. The survey was conducted among 1,660 adults in New York City.

Dr. Stunkard was quoted as saying, "There seems to be an extremely great social pressure on the upper class not to eat, especially among women."

* * *

THIS IS verified by Chicago society women themselves. Mrs. Alexander Cochrane Jr., who is a slim size 10, says, "I don't know a woman who hasn't been on a diet at one time or another."

A regular at the Casino declares, "At luncheon the other day, half the women ordered grapefruit for dessert."

At any charity board luncheon or benefit, a tasty, calorie-ladden dish is greeted with moans instead of glee. If the dessert is a rich one, many of the women will pass it up.

Exercise courses are offered at the Elizabeth Arden salon where Janet Marr, the manager, says they could take more customers if there were more hours in the day.

"Women are more body conscious than ever," she notes, "and more calorie conscious."

* * *

ANTOINETTE, who conducts the exercise sessions for slimming and toning up muscles, estimates that wealthy women make up 75 per cent of the clientele. Of that number, 45 per cent are society women.

Staying slim is not easy for women leading busy social lives. Two dinner parties a week plus several charity board luncheons can spell disaster to the waistline.

Mrs. J. Rockefeller Prentice, admits she had to diet.

"When they put me into a size 16 I thought 'This is it.'"

She shed the extra weight, now wears a size 12 and says she simply cuts down generally on her eating.

The annual Presbyterian-St. Luke's fashion show is a good measure of size among society women. The amateur models are chosen from the ranks of attractive, well-known women, from posdebutantes to grandmothers.

There wasn't a size 14 among the 1962 mannequins and the majority wore size 10.

MRS. ALEXANDER L. Cochrane Jr., the mother of two toddlers, says she keeps trim by keeping busy.

#47616 1963-1

GREETINGS FROM ALL OVER

Holiday Cards Still Pour In

BY PEG ZWECKER

Holiday mail continues to pour in with news of designers and their families and friends the world over.

Jane Trahey sends her own tiny "Christmas Notebook" with one silver star on the warm tan envelope.

In burgundy is written music for these songs: "If Santa Claus Were President," "Yingle Bells," "Hello, Mr. Kringle," "He'll Be Coming Down the Chimney," "Christmas in Killarney" (you can be sure the author who describes herself as "fortunate to be Irish" in her new book, "Life With Mother Superior" would include that one), "I Yust Go Nuts At Christmas," "Little Christmas Tree" and "If I Were Santa Claus For a Day."

PEG ZWECKER

* * *

FROM our CDN fashion award winner, Margaret Clay, Art Institute graduate:

Paris, Christmas 1962

Dear Peg:

First I must tell you what I'm doing for the holidays—going to England! A few week ago I wrote to an uncle whom I haven't seen since mother and I were in Europe in 1939. He replied immediately inviting me for the holidays.

"His family and he live in Chichester, Sussex, on the south coast. It is a small fishing village so I imagine I will have a real "old fashioned Christmas." I leave by boat and return to Paris after the first of the year.

There isn't much going on at Ricci now. The collection isn't being shown and most of the people are on vacation.

Have a good holiday season.

Fondly, Margaret

* * *

VERA MAXWELL sends greetings from Monaco where she's visiting Grace Kelly, the Prince and their children.

* * *

KATHY LOWE, now Mrs. Kenneth Howden, writes: "I adore living in London. Everyone is so terribly nice and I find that I'm as busy as when I was working for Fields." (She was a global shopper who really traveled.) "I've also taken up golf—Kenneth says that there is great doubt in his mind of what it is I've taken up, but so far it doesn't resemble golf. Anyway, I love it."

* * *

BONNIE CASHIN, who recently presented her celebrated and award winning fashions of yesterday, today and tomorrow, along with her Animal Kingdom "fun-with-fur-collection" at the Brooklyn Museum wrote, "The show is over—and grateful to say there's been wonderful comment. It was a mountain of work for a one-time do. Have traveled so much this year—just staying put for the holidays."

* * *

FROM Catalina's VP, Dick Figueroa and his wife Clydie, comes a cheery Christmas note telling of the wonderfully sunny California weather.

* * *

A LITTLE, 11th century church, nestled in a wintry setting in Ripsa, Sweden, sets the scene of season's greetings from Countess Ebba von Eckermann—the Swedish designer who does marvelous things with children's clothes. Chicagoans will remember her for her moppet designs for Carson's that stole the show at the St. Luke's fashion gala last September.

* * *

NEWS comes from Dorothy Fuller Englehaupt, vacationing in California, that the weather has been wonderful. The word is out that Dorothy has accepted the regional directorship of the Chicago Fashion Group.

* * *

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Townsfolk
Chicago, Ill.
Monthly Circ. 1500

MAY 1963

FRIDAY, September 27th brings a pleasant thing — the return to the two-a-day Presbyterian-St. Luke's Fashion Show at Medinah Temple not only at 2:30 in the afternoon but also at 8:30 that evening. This awakens the memories of mannequins from the old days who adored the evening Show when their beaux and husbands, their fathers and uncles gave them applause which rocked the ballroom of the (then) Stevens Hotel. The men who attended in those days look forward to a repeat performance to welcome this year's group of mannequins. Dozens of dinner parties are in the planning stage, many guests from out of town are expected. Mrs. George S. Chappell, Jr., is president of the Woman's Board of Presbyterian-St. Luke's Hospital and Mrs. William S. North is chairman of the 1963 Fashion Show.

SOCIAL CHICAGO

This Greeting Will Travel A Long Way

By Adeline Fitzgerald

For the first time in their actively creative lives, the "Robbins girls" — Mrs. James M. Hopkins, Mrs. Frank Hibbard and Mrs. William R. Odell—have collaborated on a production.

To convey the holiday greetings to their friends, they have made a traveler's check list in the form of a booklet, complete with pencil on a red silk cord. Nobody who uses it while packing or repacking can possibly forget anything.

Mrs. Hopkins, who did the co-ordinating, thought of all the usual items, plus an air-travel scale, folding spoon for instant coffee, quicky immersion heater to make the coffee and, of course, the coffee itself, plastic bags for damp bathing suits and washcloths, innoculation records, a bottle opener, calling cards and lastly a reminder to the traveler not to leave her diary behind in a hotel room.

IT WAS Mrs. Hibbard who had the idea for all this, which isn't surprising. She was one of the originators of the St. Luke's Fashion Show back in 1927, and she thought of running a service shop, called Conveniences, for the benefit of the Children's Memorial Hospital.

The youngest of the Robbins sisters, known as Ginc

Grand Ballroom, Conrad Hilton Hotel. Sat Dec 22nd '62

Odell in art circles as well as among her intimates, designed the booklet with cover sketches of toothbrush and sunglasses (not a bra, as one myopic recipient thought).

To avoid duplication (which their friends would love), the sisters compared their Christmas-card lists before sending out the booklets.

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News
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Evening Circ. 598,802

MAY 23 1963

SOCIETY IN CHICAGO

Nurses' Session a Swinger

BY JANET CARTWRIGHT

Swingingest annual meeting and tea in town belongs to the girls in blue—the Visiting Nurse Assn.

They sat patiently through the business meeting and watched Mrs. Cyrus H. Adams III take over as the new president—and then they were tapping their feet to TWIST music in the genteel setting of the Chicago Historical Society's auditorium.

Although there were smiles on the faces of the junior and senior board members, the "record hop" was not just for fun. It was "mood music" for little 2-year-old Lucy, one of the association's poli patients, who uses twist music for strengthening her torso and leg muscles. After some amount of coaxing with a lol lipop, she agreed to give a demonstration onstage.

* * *

IT WAS announced to the many visiting nurses at the meeting that a Jean Schweppe Armour nurse will be named each year in honor of the late Mrs. A. Watson Armour III who was a longtime supporter of the association's senior board.

Looking at the long procession of nurses walking single file into the auditorium, Mrs. Henry Morgan Price whispered that it was "so impressive—like the Presbyterian-St. Luke's (fashion) show."

The nurses in navy blue uniforms were led by two junior board members, Mrs. Gregory C. Connell and Mrs. Jonathan C. Hamill, wearing long blue and white pinstripe dresses with white starched collars and cuffs. These were the uniforms of the first VNA nurses in 1889.

* * *

Mrs. Alfred P. Shaw who first was elected president of the Arts club in 1940, was re-elected again at the directors' meeting recently. Mrs. John Wentworth, Mrs. Edward Byron Smith, and Mrs. William Wood Prince are vice presidents, Franklin D. Trueblood is secretary, and Hugh M. Driscoll is treasurer. The club will close for the summer at the end of June, and will reopen Sept. 26, in time for luncheon parties before the Presbyterian-St. Luke's fashion show the following day.

Mrs. J. Harris Ward was elected president of the woman's board of the Chicago Art Institute at a luncheon recently in the new home of Mrs. Suzette Morton Zurcher, retiring president, on the grounds of the Morton arboretum. Other officers are Mrs. Leigh B. Block, Mrs. Samuel S. Greeley, Mrs. Edward S. Petersen, and Mrs. Maurice A. Pollak, vice presidents; Mrs. John S. Osborne, Mrs. Edward Swift III, and Mrs. Frank H. Woods.

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JUN 5 1963

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American
Chicago, Ill.
Evening Circ. 455,000

MAY 27 1963

ARTS CLUB REPORT: Mrs. Alfred P. Shaw was re-elected president of the Arts club which closes its season June 28. The club will re-open on Sept. 26. Many luncheons already are scheduled in the club for Sept. 27, date of the Presbyterian-St. Luke's fashion show.

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Sun-Times
Chicago, Ill.
Morning Circ. 556,885

MAY 8 1963

Arts Club Shifts For Showgoers

NEVER underestimate the power of the Presbyterian-St. Luke's Fashion Show. The Arts Club board has decided to open its fall season early this year to accommodate members who want to lunch there before the Sept. 27 benefit at Medinah Temple. In the past, the club's usual autumn opening date was the first of October. This year it will be moved back to Sept. 26.

The club will shut down operation on the last day of June. Final exhibition on the docket is a collection of sculpture and prints by the German artist Ernst Barlach which will be unveiled at a tea on May 16.

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Sun-Times
Chicago, Ill.
Morning Circ. 556,885

MAY 29 1963

Already Thinking Of Fall

LOOKING AHEAD, past its long summer holiday, the Arts Club announces it will reopen on Sept. 26 so that members can lunch there on the 27th before going to the Presbyterian-St. Luke's Fashion Show, a few steps away, at Medinah Temple. The club closes for the summer on June 26.

Next year's social activities will be planned by Mrs. Sanger Robinson, Mrs. Robert Buchbinder, Mrs. Chaloner McNair and Mrs. Ralph Mills Jr. Exhibitions will be the responsibility of Everett McNear and his committee and Herman Kogan will head the roundup of literary lions.

At the annual meeting Mrs. Alfred P. Shaw, the perennial president, was re-elected. Other officers are Mrs. John Wentworth, Mrs. Edward Byron Smith, Mrs. William Wood-Prince, Franklin D. Trueblood and Hugh M. Driscoll.

#47606 1963-3

Chicago's AMERICAN
TODAY'S LIVING
Fashions—Food—Society
FRIDAY, FEBRUARY 22, 1963
SECTION 2 ★ 15

The Social World...

Designer Calls for Return to Feminine Look

By Lois Baur

"I DON'T like women who look like sausages—that theory's all baloney! The more they expose, the less they have to offer."

"Slacks—matador pants on women? I detest them! So do most men."

"Women without hats? All dressed up with gloves and a handbag and NO hat? How would you like it if I came out without my shoes on?"

"I like fur on the inside of a coat, not the outside. Unfortunately not every woman can afford a coat lined in sable."

The speaker was Count Fernando Sarmi, Italian designer. Listening were 10 members of Presbyterian-St. Luke's fashion show committee. The women had been invited by Sister Sampsell [Mrs. Marshall G.] to have a heart-to-heart talk yesterday morning with the designer in the Casino.

WHAT THE session stimulated was not so much the Irish in the ladies' 11 a. m. Irish coffee as the Italian in Fernando Sarmi.

He's a marvelously expressive gentle man with those waving Italian hands and that un-wavering Italian theory that a woman should look like a woman.

MRS. CHAPPELL

MRS. BOWEN BLAIR

MRS. EDWIN SIMS

"The Empress Josephine period produced the most bewitching look for women," said the count waving his cigaret in the air. "Why, even in my father's time, let the fellows see a tiny bit of ankle between hemline and shoe as a lady steps out of the carriage and the men are losing their minds!"

A ROUND OF approving, ladylike smiles greeted this outburst. The count, remember, is a great one for chiffon evening gowns, matching stoles and evening coats, all varying in price from $300 up to $2,600. But when you consider poor Fernando has to pay $22 per yard for some chiffon—

Remember, this is the set which pronounces chiffon "SHE-faw" and can well afford a Sarmi empire gown. One of yesterday's willowy Sarmi admirers was 5' 10½" Mrs. DeWitt Buchanan Jr., a favorite model of his clothes in charity fashion parades.

Most profound statement made by the count was in answer to the question "What about furs for women for evening wear?"

• "I'M A SHIRT-TAIL GIRL," said Mrs. De Witt Buchanan Jr. to Count Sarmi, "I'm 5 foot 10½" and it's hard to find clothes which hang together—that's why I like your ensemble look!" The count aired his views on fashion and femininity yesterday in the Casino.

"WE'VE REACHED THE saturation point on mink," said Fernando. "Showing furs on the outside is the decline of the big life—people have to show off how much they've got!"

The girls who, so Sister Sampsell said, are all "so vitally interested in fashion," had been invited "to hear about the count's plans for the Presbyterian-St. Luke's show." But the count wasn't giving out with any secrets.

"I don't allow you to read on my mind what I'm doing for next fall," said he coyly. Then he went on to tell about the time he spoke in Chicago at the "Athletic Woman's club" and a listener disappeared in a huff when she discovered he was an Italian—not a French—designer.

The big blast, tho, started when Mrs. Blair commented:

"You see nothing but pants in Palm Beach. What do you think of them?"

"I DESPISE women in pants," he exploded. "They think they're comfortable but they're not. I know. I'm wearing them."

Amused titter from direction of Mrs. Edwin S. Sims, Mrs. George S. Chappell, and Mrs. William Friedeman.

"Most women sit badly in pants," commented Mrs. John Q. Adams Jr.

More titters.

"Let me tell you what I saw on Worth avenue in Palm Beach!" exclaimed the count, whose clothes were on display there. "There was this woman—very well known, very wealthy, very bulgy—about 75 years old. She was a head taller than I with an orange complexion and orange hair. She was wearing a raffia cup on her head, and—believe me—diagonally striped bright orange matador pants. With this, believe me, she was wearing bright yellow socks, beige sandals, long orange evening gloves and — A CHICKEN FEATHER BAG!"

A SHOCKED "O, No!" rent the Casino air like a Greek chorus.

The count, it seems, had scored with the ladies—but whether their husbands will allow them to toss out the mink stole in favor of a sable-lined cloth coat is something else again.

COFFEE WITH SARMI: Slick Chicago matrons on the Presbyterian-St. Luke's Fashion Show board sipped coffee—on the Irish side—with Sarmi one morning at THE Casino . . . one of several coffees to come with various designers visiting the City. Alert question-askers: Mrs. Gardner H. Stern in gray wool Dior suit with center pleated skirt. . . . Mrs. Robert A. Elson in dark gray double-breasted suit with longer jacket . . . Mrs. John Quincy Adams in bright navy/white pebble wool by Jacques Heim . . . and Mrs. Bowen Blair in black collared in fur.

#47166 1963-4

2-22-63

SOCIETY IN CHICAGO

Designer Gives a Fashion Lesson

BY PATRICIA MOORE

The women who run the most prestigious charity fashion show in Chicago, are aquiring a basic fashion education.

All it took was one session with Count Sarmi and the pillars of the Presbyterian-St. Luke's fashion show knew the wholesale price of 60-inch chiffon ($22 a yard); where Sarmi gets his embroidery and beading (Paris), and what is his favorite style—the Empire line.

Mrs. Marshall Sampsell arranged for a handful of the fashion show women to meet Sarmi for a "brain picking" coffee hour Thursday morning at the Casino.

* * *

AFTER the attractive Italian-born dress designer told Mrs. William S. North, Mrs. John Q. Adams Jr., Mrs. Gardner Stern, Mrs. George S. Chappell Jr. and several others how fashions are born, he got specific about how the clothes look on women:

—Of the covered-up look. "The more they hide, the more interesting they are; the more they expose, the less they have to offer."

—Tight dresses. "When dresses are glued to the body, every roll and bulge shows. A loose fit is more flattering."

—"Fur should be worn on the inside, not the outside. A fur lining is smarter than a fur coat. There has been a saturation of mink coats in this country."

—"There is nothing more flattering to a woman's figure than the Empire line. The most feminine and flattering time (for women) was the period of Empress Josephine."

—Women tend to overdress when it comes to hats. But hatless women? "Never! Would you dress to go out and not put on shoes?"

—The best dressed list. "I disagree about 10 or 11 women on the list. The arbiters would have to know every woman in the world to make a proper judgment and they don't."

* * *

COUNT Sarmi aimed his biggest blast at women in pants and brought some self-conscious smiles from the Lake Forest women who like slacks for their "country living."

"But what about the bright, slim pants?" asked a fashion writer.

"They are the worst of all," retorted Sarmi.

Mrs. Bowen Blair nodded in agreement and said that she found on a recent trip to Palm Beach that bright silk pants and brighter silk overblouses are "the uniform on Worth Av."

* * *

"WHY do women wear slacks?" asked someone. "Because they are comfortable," volunteered a Presbyterian-St. Luke's woman.

"Nonsense," said Sarmi. "I wear pants and I know they are not THAT comfortable.

"Because they are warm," volunteered Mrs. De Witt Buchanan Jr. "You can wear them without a girdle and stockings," added another Lake Forest woman.

"Then wear leotards and a skirt," urged Sarmi. "Much more flattering and just as comfortable."

The coffee hour ended and hatless Mrs. Blair arose from her chair and sighed, "I'm going home to burn my slacks and then out to buy a hat."

While Count Sarmi is in Chicago, he was invited to conduct a kind of round table fashion discussion Thursday with members of the Presbyterian-St. Luke's fashion show committee. He told Mrs. Bowen Blair (center) and Mrs. De Witt Buchanan Jr. about his ideas on dress.

WWD 3-7-63

Fashion Odyssey

NEW YORK. — Count Ferdinando Sarmi, returns from a Fashion Odyssey to the Midwest, the Coast and Palm Beach . . . reveals what makes a "meet the customer" trip tick.

He made personal appearances at: Julie's, Detroit; I. Magnin, San Francisco and Los Angeles; Saks Fifth Avenue, Chicago and St. Louis; Hattie Carnegie, Palm Beach . . . was away from Feb. 20 to March 1.

HAVE CUSTOMERS BETTER FASHION SENSE THAN BUYERS?

Customers are much more "up to date" than we suspect . . . the dresses I sold most were the "seamed chemises" . . . most Eastern buyers considered them too extreme . . . and everything with a lifted-high waistline sold — nobody wanted regular-waistline dresses.

WHY ARE THESE PERSONAL ENCOUNTERS WITH CUSTOMERS SO BENEFICIAL?

You become aware of the fashion "appetite" of the customer . . . how she accepts your ideas and trends . . . you learn what women want to buy and wear . . . what they are willing to pay higher prices for.

DO YOU PREFER FORMAL OR INFORMAL SHOWINGS

Informal showings when the customer drops in to suit her own time . . . formal shows bring out more lookers than buyers . . .

In St. Louis, we worked until 8 o'clock one night with customers who stayed on after closing to make selections. In Chicago at a special "coffee" showing I met the customers and also arranged to design seven models for the big St. Luke's benefit show in April . . . and the Chicago Art Institute had me talk about the Tzaims Luksus trend-setting chiffons I showed in my resort collection . . . he was a student there.

WERE THERE ANY FASHION SURPRISES ON THIS TRIP?

Many in addition to the shape . . . the rush to tailored linen coats . . . the acceptance of white gabardine dresses . . . the rejection of short evening dresses (everybody wants a long dress) . . . the big demand for crepe de chine costumes . . . no resistance to price . . . my daytime black gazar dresses, they loved them!

WHAT IS THE BIGGEST CUSTOMER INFLUENCE?

The Fashion Magazines.

WHAT MESSAGE DID YOU BRING HOME?

Keep on with the shaped chemise for fall . . . find the most individual fabrics . . . the sleeve story is still to be told.

—T. T.

#47166 1963-5

SOCIAL CHICAGO

2-6-63

12 Jurors Will Choose Society's Best-Dressed

By Jane Gregory

Call it chic, or style, or fashion sense. Every woman has it in some degree. There are some who have developed this flair for clothes and grooming to an outstanding personal art. Chicago society boasts many such women. Among that number there are a few whose infallible good taste marks them as the best-dressed in their sphere.

Who are society's best-dressed women? This week The Sun-Times is putting the question to a blue-ribbon panel of 12 judges. When the jury's deliberations are completed, it will present its findings in the form of The Sun-Times' seventh annual list of the 10 best-dressed women in Chicago society.

THE WINNERS of this highly coveted honor may be assured that they have been impartially judged by their peers. Each member of the panel represents a different philanthropic organization that raises a substantial portion of its charity budget through benefit fashion shows. As a group, the women have accumulated years of practical fashion experience and produced hundreds of thousands of dollars with their skills. To succeed in the highly competitive benefit field, they must have a keen understanding of the individuals who make up their audience as well as the constantly shifting trends of fashion here and abroad. Their authority is further documented by their record of active personal participation in the other areas of the city's busy social life.

This year's jury, the largest in the history of the contest, reflects Chicago society's ever-growing interest in fashion and its influence on the passing scene. The 12 panelists who will participate in the poll are listed below:

MRS. WILLIAM S. NORTH has a long record of achievement with the committee that gives the annual Presbyterian-St. Luke's Fashion Show. The grande dame of all the city's fashion-show benefits, this glamorous production will take a new pattern this year when, on Sept. 27, it is staged once in the afternoon and repeated for another audience in the evening. Mrs. North is the chairman of all the arrangements for the twin showings at Medinah Temple.

MRS. WILLIAM S. NORTH

MRS. WILLIAM M. WOODS

MRS. WILLIAM M. WOODS brings a fashion professional's judgment to the panel. Using her business name of Bette Chilson Woods, she is a member of the Fashion Group of Chicago, the local branch of a national organization of women who work in the fashion field. The Fashion Group's plans for its annual benefit show are currently in a state of flux. Its traditional spring show, the harbinger of all the season's productions, has been shelved this year. There are, however, plans afoot for an early fall show which will benefit the group's philanthropies.

MRS. J. HAMPTON MONROE is the chairman of the Woman's Board of Children's Memorial Hospital's 1963 benefit fashion show, which is scheduled for Sept. 4. She and her committee concentrate on designer Pauline Trigere, always a great favoritet with Chicago society. They have every expectation of another sellout in the Guildhall for their luncheon, which is given to gather donations of rummage for the hospital's White Elephant Shop.

MRS. EDWARD J. OCASEK represents the Caritas Society, a newcomer to the charities sitting on the jury. She was chairman of the society's record-breaking 1962 benefit fashion show which netted $65,000 for the Lt. Joseph P. Kennedy Jr. School for Exceptional Children. The group's 10th anniversary benefit, the luncheon brought 1,800 women to the Conrad Hilton. Three hundred more had to be turned away for lack of seating.

MRS. G. FABIAN BREWER comes to the panel as the representative of the Chicago Hearing Society, which has achieved its niche in the fashion-show field with its "Chicago's Choice" production spotlighting leading women in costumes from their own wardrobes. The models for this show are all amateurs, selected by a secret committee. Mrs. Brewer's assignment for the May 17 party at the Drake Hotel is to take charge of the models and the arrangements for their participation. Her post requires familiarity with the entire roster of mannequins plus knowledge of the costumes each will wear.

MRS. JOSEPH J. CAVANAGH, a member of the Frank Cuneo Memorial Hospital Auxiliary, focuses her attention

Turn to Page 26

#47100 1963-6

DESIGNER LOOKS TO SPRING

Visit with James Galanos

BY PEG ZWECKER

LOS ANGELES — Recently I sat on a zebra flattened out as a fabulous rug in the inner sanctum of America's leading designer. "I got it from Barbara Hutton's niece who used to go on so many safaris," explained James Galanos.

Sitting behind an eight-foot, green marble topped, white and gold French desk, the young creator welcomed us to an exclusive interview.

Amidst the luxurious setting of his home, in an atmosphere of fashion creativity, we asked what was ahead for spring.

"It's still very casual," he stressed.

"I want to show you a new approach in fabric. This coming season I think we have a very interesting approach in prints. I have shied away from them in the past, but these are very different and very modern—very avant garde."

* * *

WITH THAT, he leaped up and grabbed a whole bolt of fabric which Staron had made up exclusively for him. All hand-blocked and hand-screened, here were modern designs that could have exploded from a rocket in shades of pink and persimmon on a heavy, satin-backed crepe in brown.

"A crepe with character," he told us. "This is not a print —it is done like a painting." I thought it looked very much like a modern painting on his wall.

JAMES GALANOS

"Pretty, pretty things are out," he said, "I have flowered, but not sweet, sweet prints."

* * *

IN DAYTIME suits his strong point will be a group of striped men's suitings very casually man-tailored, but soft at the same time. "I like the look of chalk stripes for spring," he added.

CHICAGO DAILY NEWS *For and about* WOMEN

SECTION TWO MONDAY, DECEMBER 31, 1962 ★PAGE 9

Hemlines?

"I don't advocate showing knees. As you know, we showed skirts a little longer for fall . . . and I am continuing the look. Too-short clothes look awkward. You take any joint in your body, and particularly knobby features like the knees, that part is not attractive."

"I like the soft casual look for evening," he said.

He likes crepes — heavy crepes. "I am showing lots of long, hostess at-home things—very slick, very sophisticated, casual but very dramatic at the same time."

He went on to explain that, "It seems to be the answer right now. You see more beautiful things for at-home than for outside as you don't have places to wear long clothes outside except maybe for an opening or the opera. So, long clothes are bought for at-home."

* * *

WHAT ABOUT pants for these same hours?

"I'm not impressed with pants," he said. "A woman can look more interesting in skirts. If she wears pants, they should be the full style. Tapered ones are only for lovely, lovely figures."

Galanos lives completely surrounded by the rewards of his great talent. The mail reposes in the large Steuben glass bowl etched with the 1958 Cotton Award. At the other end of his desk is his Coty trophy for the American Fashion Critics' Award — he is a three-time winner with two Coty "Winnies" and one Hall of Fame award. Other tables hold his silver placque award from Neiman-Marcus, a silver bowl for an international award and an NBC Today Award.

* * *

ALTHOUGH the slight designer was recovering from walking pneumonia, he looked quite robust. He was wearing a black, v-neck sweater and gray slacks—a male version of the much-copied "tennis look" which will be big in spring collections.

While we talked, he was sketching what looked like an elegant embroidered blouse.

"I'm not going in for long jackets, overblouses and tunics —I think they're saturated on Seventh Avenue.

"Same with my 'cuffed sleeves' . . . I would like to use it again, but everyone else is," he said.

* * *

ON DEVELOPING good taste he said:

"A woman should study herself very thoroughly to find out what her best features are and develop a look best for her. Experimentation and serious knowledge is what it takes.

"You can develop a good personal taste—you know the old saying, 'Know Yourself'—and build from there."

He commented on how very handsome the Chicago group of women were who modeled his originals for Marshall Field & Co. in the St. Luke's fashion show this past September.

"I felt very fortunate to have a group so superior in looks and carriage—like Mrs. Potter Palmer, so lovely; Mrs. Marshall Field Jr., so very vivacious; Mrs. Wacker, so snappy."

Who does James Galanos think are the most attractive women in the world? "Mrs. Loel Guiness is one of the great fashion leaders," he offered. "She's very delicate and very chic and seems to be just right."

Looking Glass

Empire Era Is Top Rated for Fashion

BY ELEANOR NANGLE

THE DISARMING Count Sarmi, here for a showing of his magnificent clothes at Saks Fifth Avenue, is a stout supporter of our old theory that the too tight dress or suit is the greatest fashion mistake a woman can make, especially if her figure is less than perfect.

Asked what he thought was the most flattering fashion era in history he told a little group of planners for the fall Presbyterian-St. Luke's fashion show that his vote would go without reservation to the Empire period. Properly proportioned and fluidly flowing beneath the bust the Empire gown covers, he says, all silhouette flaws.

• • •

When we read a New York specialty shop's advertisement last December for an electric back scratcher we thought the ultimate in electronic contributions to that much touted "gracious living" had been reached. Not so. We now own and are experimenting with a new electronic facial patter, an electric foot massager, a hand massaging electric unit, an electric hair brush, hair curlers, and a body massager. [We declined, with a soft moan, to take on an "electronic under-chin massager," which reminded us of equipment for scuba diving.] These things come out of California, all bear the name of "Veltron" and many of them, we are sure, are going to prove boons. After a stin of testing in our suddenly electronic world, we will report.

Chi. Tribune 2-26-63

#4766 1963-7

The Social World . . . 3-23-63 Chi. American

Moppet, Three, Is Veteran Fashion Model

By Andrea Herman

MOPPETS—it's time to take stock of yourselves!

If you still have hopes of starring in a charity fashion parade . . . and you're over three—FORGET IT. You're over the hill.

At one, you should have been photographed for the society page . . . at two, certainly you should have been featured in two fashion shows [one rummage show is acceptable] . . . and at three you must have been skipping merrily down the runway at the Presbyterian-St. Luke's glamor production.

Shaun Coulter . . . moppet model

Shaun Coulter, 3, is already a veteran charity model. She has reached her pinnacle, and there's nothing left to do, but repeat, repeat, and repeat.

It's no wonder she is a favorite mannequin . . . curly red-hair, trimly proportioned at 35 pounds, and a million-dollar personality. She has modeled everything from French imported woven dresses to polka-dot bathing suits with matching robes.

In fact, you can't keep Shaun in a pair of good old fashioned dungarees.

That's the report from Mommy—Mrs. James Coulter of Lake Forest. She informed me yesterday that even tho little Shaun will star in her fourth major show—Passavant's Petite Parade on April 24 in the Grand ballroom of the Sheraton-Chicago hotel—little Shaun doesn't know it yet.

"I'LL PROBABLY tell her the day before the show," said her mother. "You know, there's no living with her when she knows there's a show coming up. She's so vain.

"After the Presbyterian-St. Luke's show we couldn't approach her for a week. She just would pivot, turn, hold out her dress, and waltz right by us.

"She didn't even want to give up the clothes after the show."

But if this moppet doesn't deserve to be a little uppity—who does?

The pinafore cutie, being the only youngster among some 60 grown-up models in the recent Lake Forest Rummage show, was the star attraction. Dolled up in a velvet jumper with gobs of costume jewelry, she gracefully dragged a large bucket purse along the floor. The audience went wild with applause.

Listen Shaun—jaded or not at three—we're on your side. After all, it's not every youngster who'll be able to say at 10. "O, fashion shows? I stopped modeling at five . . . it got so hectic."

MORE MODELS: Coveted invitations to model in the annual Cradle society fashion show have been posted—tho the show won't take place until Oct. 16! These early bids to "amateur" charity models should give the girls plenty of time to put their figures in shape for the runway parade of Elizabeth Arden clothes. This show and luncheon will be held in the Conrad Hilton's International ballroom.

Benefit Chairman Mrs. Walter N. Stuckslager mentions some of the "perennial favorites" on the Cradle runway. "This has nothing to do with age," she insists, "just years of experience. Mrs. Walter Cherry Jr.—she's the perennial one—has been in every show since she was a girl."

Others who probably will model again include Mrs. James Alsdorf, Mrs. Hunt Hamill, Mrs. John A. McGuire, Mrs. Ike Sewell, Mrs. William Witter, and Mrs. Arthur Appleton. Also Mrs. Laurence Armour Jr., Mrs. Philip D. Block Jr., Miss Jane Conrad, and Mrs. C. Foster Brown Jr. Model committee chairman is Mrs. Douglas Fuller, assisted by Mrs. Robert L. Smith and Mrs. John A. Orb.

This will be the 14th year that Liz Arden has offered her fashion collection as a Cradle benefit—and it's the 40th anniversary of the founding of the Cradle in Evanston.

Chi. Trib 12-16-62

Even the woman who has everything probably doesn't have a double pouffed wig with a swirl on top. That's what Mrs. Hill Blackett Jr. modeled in this year's Presbyterian-St. Luke's fashion show. See how it adds dash to the beaded and embroidered evening gown! The combination would knock any holiday party on its collective ear.

#4766 1963-8

News
Chicago, Ill.
Evening Circ. 542,000
APR 18 1963

PEG'S COLUMN

Fashion Leaders to Star In All-Hoosier Award Party

BY PEG ZWECKER

IT'S Indiana all the way for Eleanor Lambert, New York fashion authority and Indiana native.

Friday she will receive the Indiana Woman of the Year award from Theta Sigma Phi, national sorority for women in journalism.

Also winning fashion accolades are two other native Hoosiers, — Norman Norell and Bill Blass who made Eleanor's wardrobe especially for the event.

Pauline Frederick, NBC United Nations correspondent will be the featured speaker at the Matrix Table banquet in Indianapolis.

Rumor has it that Cunard Steamship Lines will be the "Angel" for Chicago's biggest fashion show, Presbyterian-St. Luke's late in September.

PEG ZWECKER

* * *

WEATHER permitting, there will be dancing outside after the Israel-International fashion show Sunday evening in the new 71 Club atop the Executive House.

Bernard Roshco's new book "The Rag Race" ($5, Funk & Wagnalls). It gives the inside story of Seventh Avenue, heart of New York's garment district.

* * *

EASTER is a family affair. Thus, when 7-year-old Kim Rogers won a prize in the millinery contest at the Drake OakBrook's Easter brunch, she confided, "Daddy picked it out for me at Bonwit's."

Her little white linen chapeau was shaped like a bell and topped with wee pink roses.

Proving that women will suffer for fashion and that it pays, Audree Doyle walked up for first prize in a Mr. John orangey-red chapeau of tucked silk. Her neck brace peeking out above her Easter garb was a result of three whiplashes suffered within the past year.

A white burlap and man-tailored Paris hat by Nina Ricci won for Ann Gross.

* * *

INTERNATIONALLY FAMOUS shutter-bug, Peter Fink, breezed into Chicago on an assignment to photograph the Harding family (the restaurant people). He just finished a wonderful series on Robert Goulet, Carol Lawrence and Joan Sutherland.

* * *

SOCIAL CHICAGO

Dither Over Diplomatic Duo

By Jane Gregory

Word that Sir Malcolm Henderson, K.C.M.G., and Lady Henderson are due in Chicago within the fortnight has set off a flutter of excitement in society circles. The news is of particular interest to the couple's large circle of family and friends here.

Sir Malcolm, who is the British ambassador to Austria, has many friends of long standing in Chicago. His wife's ties to the city are even stronger because she lived here as a girl.

THE DAUGHTER of the late Mr. and Mrs. William Wilms, Paula Henderson met her husband when he was with the local British consulate in the 1930s. Since her marriage to the young career diplomat she has lived abroad for the most part but she has never lost her close touch with Chicago.

At last report the Hendersons were in London visiting their daughter Jennifer, who is married to David Taggart.

They'll stop with Paula's aunt, Mrs. Louis Guenzel, while they are in town. In their headquarters on Lake Shore Dr., they'll be only minutes away from their other daughter Ann and her husband, Ralph Youngren, who live in one of the nearby glass-house apartments.

The Hendersons' regular if infrequent visits here are always the signal for a string of reunion parties. Mrs. Walter Paepcke will be one of the first to entertain for them on this trip. She has planned a dinner party at the Casino on the 19th. Paula is a niece of Mrs. Paepcke's late husband.

Cruising Fashion Show?

WE HEAR that Cunard Lines is to be one of the principal participants in this year's Presbyterian - St. Luke's Fashion Show. This piece of information opens up all sorts of interesting speculation on possible stage settings and themes for the big benefit extravaganza.

Could it be that the master fashion-show impresarios are planning to take the audience on an ultra-chic cruise at Medinah Temple on Sept. 27?

#47666 1963-9

Sun-Times
Chicago, Ill.
Morning Circ. 556,885

APR 23 1963

SOCIAL CHICAGO

2 Big Clues— A 10-Foot Ship And Cola 'Tea'

By Jane Gregory

When the women behind the Presbyterian-St. Luke's Fashion Show put a 10-foot model of the Cunard liner Mauretania in the foyer of the Casino and serve Pepsi-Cola in saucer-stemmed glasses at teatime, one may assume they have a message. So they did on Monday as they ushered guests into the club to hear the news that the steamship line and the soft-drink firm will act as collaborators for the 1963 Presbyterian-St. Luke's benefit show on Sept. 27.

Representatives of both companies had places of honor in the receiving line, together with Mrs. William S. North, the benefit chairman, and Mrs. George S. Chappell, president of the woman's board. After the formalities were over the crowd moved to the fountain room where pianist Dick Phillips and a group of strolling violinists provided spritely background counterpoint to the hum of conversation.

THE PRESENCE of two benefactors instead of the usual one is fitting this year because the show at Medinah Temple will be a double one. For the first time in years the fashion production will be presented twice in much the same manner as the initial efforts more than 30 years ago in the then Stevens Hotel.

The revival of the evening show of old in addition to the customary afternoon stand has injected a new note of excitement into the plans. Even at this early date there is talk of dozens of gala dinner parties. Several clubs are considering special arrangements for dinner preceding the 8:30 p.m. showing. And, for further luster, there is the news that many of the hospital's long-time supporters are planning to invite out-of-town guests in for the event.

BEFORE ALL these developments take final shape, however, the groundwork of the show must be completed. The box committee will swing into high gear in June when it sends out its letters to prospective patrons. The general tickets will go on sale in August when the box office opens in its traditional stand at the Palmolive Building.

Mrs. North has put Mrs. Gardner H. Stern in charge of the exhibitors for the show. Mrs. Robert Upham, Mrs. Thomas Hodgkins and Mrs. Lester Armour will be responsible for the models. Mrs. Morrison Waud, meanwhile, heads a committee handling special sales promotions.

MRS. MARSHALL G. Sampsell came to the reception by way of a luncheon at the Palmer House. She, her husband and their guests shared a table for a special program the Chicago Planetarium Society arranged as part of Space Month. The featured speakers were Dr. Allen Hynek, director of Air Force Project Star Gazer, and William C. White, an astronomer who has pioneered in manned balloon research.

Mrs. Sampsell assisted the society's program chairman, Mrs. John Paul Welling, in planning the luncheon meeting. The Sampsells' party included Bruce Graham and Fred Kraft, architects who are working on plans for the Dearborn Observatory on Northwestern University's new campus; Mrs. Elliott Donnelley; Mrs. Brooks McCormick, and Mrs. Henry Shufeldt of Annapolis, who is visiting the Sampsells.

LEFT: Mrs. John Q. Adams Jr., who thrives in the sun, takes a dream cruise on the SS Mauretania, sailing, in miniature, at a cocktail party in the Casino. The Cunard Line is a co-sponsor of the Presbyterian-St. Luke's Fashion Show next September. (Sun - Times Photo by Charles Gekler)

The Presbyterian-St. Luke's Hospital
Woman's Board
invites you to a reception
to meet its generous friends of the
1963 Fashion Show
on Monday, the twenty-second of April
from four until six o'clock
The Casino

Please reply
MIchigan 2-6688

#47616 1963-10

North Shore Life
Waukegan, Ill.
Daily Circ. 3,889
APR 25 1963

MEET IN CHICAGO — Mr. and Mrs. O. H. Ohlson of Wheaton, William S. North and Mrs. Bowen Blair of Lake Forest, left to right, meet at a party in the Casino, Chicago, honoring the Cunard Steamship Co. Ltd. and Pepsi-Cola General Bottlers, Inc., who are co-sponsors of the Sept. 27 Presbyterian-St. Luke's fashion show. Ohlson is in the Chicago office of the steamship line. North's wife is chairman of this year's show, and Mrs. Blair is production committee co-chairman. (Guthman Photo)

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

North Shore Life
Waukegan, Ill.
Daily Circ. 3,889
APR 23 1963

Presbyterian-St. Luke's —

Fashion Show Sponsors Saluted

LAKE FOREST — The Woman's Board of Presbyterian-St. Luke's Hospital gave a reception from 4 to 6 p.m. yesterday in the Casino, Chicago, to introduce its 1963 fashion show sponsors, the Cunard Steamship Co. Ltd. and the Pepsi-Cola General Bottler, Inc. of Chicago.

As guests entered the Fountain Room of the Casino they saw the Cunard Line's house flag proudly acting as background for a 10-foot model of the beloved Mauretania. On the other side of the room was a buffet table where Pepsi-Cola was given "the champagne treatment it so richly deserves."

The party-goers were welcomed by Mrs. George S. Chappell Jr., woman's board president; Mrs. William S. North, chairman of the Sept. 27 fashion show; Kenneth C. Schreiner of the Cunard Steamship Co. Ltd., and Ervin Eugene Beisel, president of the Pepsi-Cola General Bottlers, Inc.

Meanwhile details of the 37th annual fashion presentation were discussed. The board will return to its "two-a-day" show which will include performances at 2:30 and 8:30 p.m. in the Medinah Temple, Chicago.

This news, now definite, evoked pleasant comments from guests and awakened memories of mannequins from former shows who adored the evening performance when their beaux and husbands, their fathers and uncles gave them applause which rocked the ballroom of the Stevens Hotel where the show was held years ago.

Some of the men who attended in those days said they're looking forward to a repeat performance to welcome this year's group of models.

Dozens of dinner parties are in the planning stage, and many out-of-town guests are expected for the event.

The box committee will activate June 3. The fashion show ticket office, located in Room 331, 919 N. Michigan Ave., Chicago, will open Aug. 19.

Among the guests attending yesterday's fete were Mr. and Mrs. Solomon B. Smith, Mr. and Mrs. R. Hixon Glore, Mr. and Mrs. Charles H. Morse, Mr. and Mrs. John Quincy Adams Jr., Mr. and Mrs. Richard Needham, Mr. and Mrs. George S. Chappell Jr., Mr. and Mrs. William S. North, Mr. and Mrs. Lester Armour, Mr. and Mrs. Bowen Blair, Mr. and Mrs. William S. Covington, Mr. and Mrs. George S. Chappell III and Mrs. John Berkey, all of Lake Forest.

Register
Itasca, Ill.
Weekly Circ. 35,595
MAY 2 1963

MR. AND MRS. ARCHIE LANG of Bensenville were recently seen at the Fountain Room of the Casino, where the topic of conversation was centered around the forthcoming Presbyterian-St. Luke's Fashion Show. The gathering there was to honor Cunard Steamship Co. Ltd. and Pepsi-Cola General Bottlers, Inc., co-sponsors of the show, of which Mr. Lang is the producer. (SD

#47666 1963-11

Two North Shore residents who took time out to attend a recent benefit cocktail party at the Casino were Mrs. Lester Armour and William S. Covington Sr. They and other Presbyterian-St. Luke's Hospital supporters were announcing plans for their fashion show to be held Sept. 27 at Medinah Temple.

News
Chicago, Ill.
Evening Circ. 542,000
APR 27 1963

CHATTER . . .

"Which girl has the original Yves St. Laurent?" questioned Mrs. Richard Needham Monday as she looked across the Casino's Fountain Room to Mrs. Gardner Stern. Both women were wearing identical navy blue peau de soie sheaths with enormous white cuffs and collar and it was not until they removed their wraps at the cocktail party that they good naturedly discovered what had happened.

"Both are adaptations of the original," whispered Hanchen Stern.

The two women were among Presbyterian - St. Luke's fashion show committee members who were announcing the Cunard Steamship Co. Ltd. and Pepsi-Cola General Bottlers Inc. as angels for the benefit Sept. 27 at Medinah Temple. There will be two performances of the fashion show this year.

Looking at the 10-foot model of the Mauretania on display at the party, Mrs. Marshall Sampsell reminisced about the two Caribbean cruises she and her family have taken aboard the luxury liner.

Standing before a buffet table laden with hors d'oeuvres and Pepsi-Cola were Mrs. Laurance Armour Jr., Mrs. Bowen Blair, Mrs. Brooks McCormick, Mrs. William S. Covington and Mrs. William S. North, benefit chairman.

News
Chicago, Ill.
Evening Circ. 542,000
APR 23 1963

Mrs. William S. North who is committee chairman of this year's Presbyterian-St. Luke's fashion show scheduled for Sept. 27 in the Medinah Temple. Another picture on Page 25)

News
Chicago, Ill.
Evening Circ. 542,000
APR 23 1963

Mrs. Richard Needham (left) and Mrs. Gardner Stern admiring their look-alike dresses at a cocktail party Monday in the Casino to introduce the underwriters—Cunard Steamship Co. and Pepsi-Cola General Bottlers Inc.—for this year's Presbyterian-St. Luke's fashion show, set for Sept. 27 in the Medinah Temple. Mrs. William S. North is chairman of the benefit. (See story on Page 23)

#47106 1963-12

American
Chicago, Ill.
Evening Circ. 524,656
APR 23 1963

The Social World . . .

Soda Pop, Ships Float Fashion Show

By Lois Baur

"AH JUS' LOVE YOUR little ol' boat!" commented a woman in a southern accent to the Cunard Steamship company's Kenneth C. Schreiner yesterday during cocktails in the Casino.

"That's no boat—that's a ship," replied Mr. Schreiner, affectionately patting the side of a 10-foot model of Cunard's Mauretania on display for the party. "A boat is something you lift onto a ship!"

"O," said the little woman, "Ah see." Then she drifted starboard to the tea table, ordered a s c o t c h, and announced sotto voce to three friends:

"Nevah, nevah, nevah say boat when you mean ship!"

In another corner I overheard Cunard's seafarin' Olaf Ohlson explaining the same bit of "marine technology" to Mrs. Robert Elson. And when a photog asked Mrs. John A. Berkey II to "christen" the ship model with a bottle of Pepsi-Cola, poor Olaf's face blanched.

Blasphemy? Mutiny? Sacrilege? Not at all, not at all. Just another gimmick to publicize two great names, Pepsi and Cunard, which will share equal billing as sponsors of the Presbyterian-St. Luke's fashion c l a s s i c Sept. 27 in Medinah temple.

To make sure Pepsi was given the champagne treatment, giant bottles of same were p l a c e d in silver ice buckets on all the cocktail tables. Did it hit the spot?

The Pres.-St. Luke's girls will go all out for their pet cause—all out with one exception:

Not one elbow-b e n d i n g Pres.-St. Luke's girl and not one Pres.-St. Luke's husband did I see drinking Pepsi. Not even Pepsi's board chairman Edgar J. Higgins, or Pepsi's peppy president Ervin Eugene Beisel. The liquid in their old-fashioned glasses looked unmistakably like scotch.

Show chairman Mrs. William S. N o r t h, Mrs. John Quincy Adams, and woman's board president Mrs. George S. Chappell were credited with finding this season's angels. Pepsi, so Mr. Beisel commented, was approached 3 years ago to sponsor the '63 show.

Such Cunard "faithfuls" as Mrs. L e s t e r Armour, Mrs. Robert McCormick Adams, Mrs. Gardner Stern, Mrs. Arthur Wirtz, and Solomon B. Smith [a 1962 angel of the fashion classic] were present —S o l o m o n announcing he should have worn his gold, black, and red "Queen Mary tie," and Alecka Armour announcing "What other way is there to travel?"

Discussing the "other way" of traveling Mrs. Wirtz said she'd just talked to the English Speaking union's Mrs. Donald F. McPherson who is planning to have Scottish pipers pipe the E. S. U.'ers on board their B. O. A. C. plane when they take off Saturday for a European junket.

IT'S NOT TOO often a female benefit committee manages to snare busy husbands to one of their "girl parties." Yesterday, tho, t h e r e was q u i t e a representation of handsome husbands: Among them, Bowen Blair, William Covington, Charles Hosmer Morse Jr., and William North. They all were on hand to applaud the angels.

[CHICAGO'S AMERICAN Photos by Steve Lasker]

• MRS. JOHN A. BERKEY II "christens" the Mauretania at Presbyterian-St. Luke's cocktail party in the Casino. She's on the committee of the Sept. 27 fashion show sponored by Cunard Steamship Co. Ltd., and Pepsi-Cola company.

• PERHAPS what "signalman" Mrs. John Q. Adams Jr. is announcing here is "fine sailing ahead for St. Luke's fashion show!"

• THE BOWEN BLAIRS (left) chat with Mrs. Kenneth C. Schreiner at yesterday's party in the Casino. Mr. Schreiner represented Cunard lines at the gathering.

#47606
1963-13

Tribune
Chicago, Ill.
Morning Circ. 907,570
APR 23 1963

Cunard, Pepsi-Cola

St. Luke's Show Has 2 Sponsors

BY ELEANOR PAGE

It could never happen in a Presbyterian-St. Luke's fashion show; there's a committee to insure that no identical costumes appear on the runway.

But the committee can't be blamed if two guests at a cocktail party arrive in the same costume, as happened yesterday when the woman's board of the hospitai entertained in the Casino for the collaborators of this year's fashion show Sept. 27 in Medinah temple.

"I thought you planned it that way!" laughed a guest as she approached Mrs. Gardner H. Stern and Mrs. Richard H. Needham, both handsomely garbed in "unfitted" black frocks collared in white organdy with large white organdy rosebuds under the chin.

"No, we didn't," said Mrs. Stern, "and Martha [Mrs. Needham] offered to take off her collar. We want to send a picture of us to the shopowner who sold us the dresses."

Collaborators Receive

Black was the most popular color at the gathering, which was made gay with music. Because the show is going back to the two-a-day performances of a generation ago, it is appropriate that two collaborators will underwrite the stage settings for the afternoon and evening shows, the Cunard Steamship Co., Ltd., and the Pepsi-Cola General Bottlers, Inc., of Chicago.

A 10-foot long model of the R. M. S. Mauretania backed by the Cunard house flag made a bright spot in the Fountain room where Mrs. William S. North, fashion show chairman, Kenneth C. Schreiner of the steamship company and Ervin Eugene Beisel, head of the bottling company, were among those receiving guests. Bottles of the soft drink were given champagne treatment in silver foil covered buckets on the buffet and cocktail tables.

Among those looking newly chic in perennial black were Mrs. William S. Covington, Mrs. Herbert C. DeYoung, Mrs. North, and Mrs. Edwin W. Sims Jr., whose silk dress was ornamented with large polka dots in turquoise at the neckline and belt.

THEY WERE THERE

Wearing identical dresses at the Presbyterian-St. Luke's party in the Casino yesterday were Mrs. Richard H. Needham (left) and Mrs. Gardner H. Stern. [TRIBUNE Staff Photos]

DWEST NEWSCLIP, INC.
Chicago 90, WEbster 9-5497
Oak Leaves
Oak Park, Ill.
Weekly Circ. 16,676
APR 25 1963

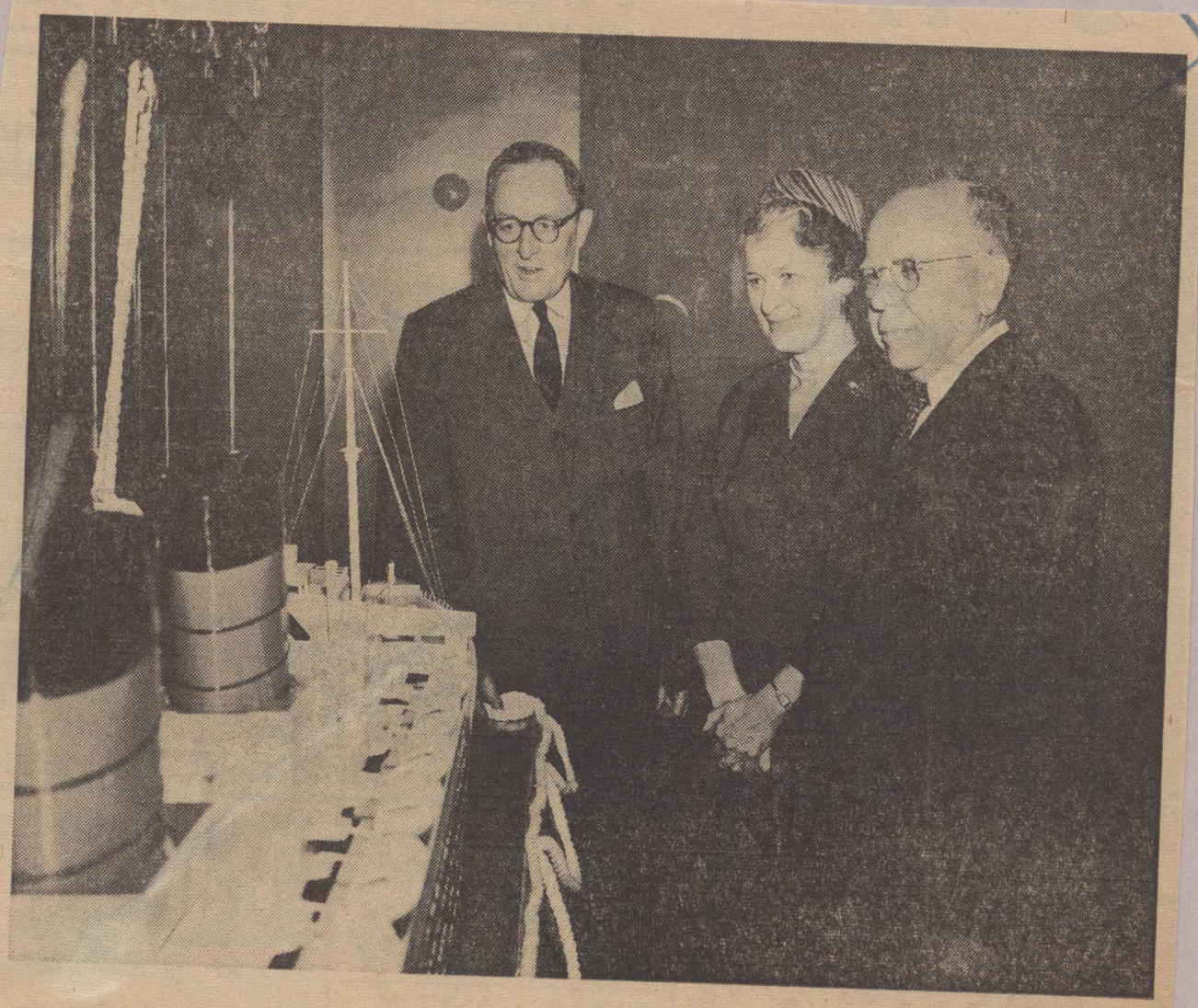
A TEA and reception at The Casino Monday was hosted by the committee planning the Presbyterian-St. Luke fashion show to be presented at Medinah Temple September 27 at 2:30 p.m. and again at 8:30 p.m.

Last Monday's event honored representatives of the industries sponsoring the 1963 show. The theme "Purveyors of Pleasure Giving Properties" was advanced during the afternoon. Since Cunard Steamship Lines and Pepsi Cola Bottling of Chicago are sponsors of the elaborate show, the decor in the Fulton room of the Casino featured a large crimson house flag of the Cunard line with its golden lion and a 10-foot model of the SS Mauretania.

In honor of Pepsi Cola, the sparkling beverage was given the champagne treatment. On the buffet table bottles of Pepsi Cola were iced in silver buckets and white spring flowers spilled out of a Pepsi Cola carrier.

In the receiving line at The Casino were Robert Borwell, a hospital trustee, Mr. and Mrs. Clyde E. Shorey (Mrs. Shorey is a former president of the woman's board), and Mr. and Mrs. Allin K. Ingalls.

Also greeting guests were Mrs. George S. Chappell, president of the woman's board Mrs. William S. North, chairman of the show; Kenneth C Schreiner of Cunard; and Ervin E. Beisel of Pepsi Cola.



PARTY DECORATIONS — Lake Forester Solomon B. Smith, treasurer of the board of trustees of Presbyterian-St. Luke's Hospital, left, and Mr. and Mrs. Herbert Sedwick of Winnetka view a replica of one of the Cunard line's ships at the Casino party. Sedwick is president of the hospital. They were among guests Monday who heard details of the 37th annual show to be presented in Medinah Temple, Chicago. (Guthman Photo)

#47166 1963-14

Lake Forester-News
Lake Forest, Ill.
Weekly Circ. 3,670
APR 25 1963

Plans For St. Luke's Show Announced At Monday's Gathering

The fountain room of the Casino was the setting Monday at 4 p.m. for the party announcing the 1963 Presbyterian-St. Luke's Fashion show and its sponsors, the Cunard Steamship Co. Ltd. and the Pepsi-Colo General Bottlers, Inc. of Chicago.

Mrs. George S. Chappell Jr., president of the Woman's board of the hospital, and Mrs. William S. North, chairman of the 1963 Fashion show, shared the limelight in the receiving line with Kenneth C. Shreiner of the Cunard Steamship Co. Ltd. and Ervin Eugene Beisel, president of the Pepsi-Cola General Bottlers, Inc.

The two-a-day fashion show will take place Sept. 27 with the show presented at Medinah Temple not only at 2:30 p.m. but also at 8:30 that evening.

Among the Lake Foresters who were at the party were the Solomon B. Smiths, Mr. and Mrs. Charles H. Morse, Mr. and Mrs. John Quincy Adams Jr., the Richard H. Needhams, the junior George S. Chappell, the William S. Norths, the Lester Armours, Mr. and Mrs. Bowen Blair, Mr. and Mrs. William S. Covington, Mr. and Mrs. George S. Chappell III and Mrs. John Berkey.

MIDWEST NEWSCLIP, INC
Box 1359, Chicago 90, WEbster
Talk
Winetka, Ill.
Weekly Circ.
MAY 16 1963

VIEW OF THE SPONSORS—Mr. and Mrs. Eugene E. Beisel, Winnetka, pause for a moment to admire the 10-foot model of the Mauretania. Mr. Beisel, president of Pepsi-Cola, is cosponsor with Cunard Steamship Company Ltd., for the Sept. 27 Presbyterian-St. Luke's Fashion Show. The late spring party at the Casino honored the sponsors.

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497
Lake Bluff Review
Lake Bluff, Illinois
Weekly Circ. 800
MAY 9 1963

Mrs. Richard H. Needham (left) and Mrs. Robert Elson are pictured at party honoring the Cunard Steam-Ship Co. Ltd. and Pepsi-Cola General Bottlers, Inc., Co-sponsors of the 1963 Presbyterian-St. Luke's fashion show. Mrs. Needham is a co-chairman of the publicity committee for the show and Mrs. Elson is on her committee.

Journal
Wheaton, Ill.
Evening Circ. 5,967
MAY 8 1963

THE FOUNTAIN ROOM of the Casino Club in Chicago was the setting for a recent Buffet Supper which launched plans for the 1963 Presbyterian St. Luke's Fashion Show. Mr. and Mrs. Kenneth C. Schreiner of Wheaton were among the guests that helped to launch the benefit which is set for September 27 at Medinah Temple in Chicago. Schreiner is Manager of the Chicago office of the Cunard Steamship Co., Ltd which is co-sponsoring the event with the Pepsi-Cola Bottling Co.

#47606
1963-15

Gala Party Salutes New Collaborators

By Charlotte Teeman

The recent late afternoon party in the Casino saluted the sponsors of the Sept. 27, 1963, Presbyterian-St. Luke's Fashion Show, Pepsi-Cola and Cunard Steamship Company, Ltd. The rainy weather did not dampen the gala occasion where soft beverage bottles were enshrined in silver buckets and a miniature model of the Mauretania rested at a spot of honor.

Directors of the show, members of the woman's board of the hospital, one of the most enterprising and successful charity boards in the city, belied their energetic drive with a gay party mood.

Mrs. Herbert De Young of Kenilworth and Mrs. Jeffrey R. Short, of Winnetka were among the gracious hostesses, introducing this year's sponsors.

Are Special Guests

Eugene Beisel, the head of the bottling company, and his wife, of Winnetka, and Herbert Serwicke of Kenilworth, the newly elected president of the hospital board, and his wife were among the special guests.

Mrs. Robert W. Carton and Mrs. Oglesby Paul, the chairmen of the decorations committee for the fall show, looked most decorative themselves as they arrived from Winnetka to honor the spohsors of the benefit.

Mrs. Samuel Bodman, looked very smart in a spring print, as she sipped her beverage from a champagne glass, "a proper setting for the beverage of the day," commented one of the board members. Mr. Bodman joined his wife for the festivities and many other husbands of the board members found it most convenient to accept the invitation to the party where soft music provided a serene setting after the business day.

Two Shows Planned

"Two shows this year," was the talk around the buffet table. An afternoon and evening performance will be the schedule for this season's show, a turning back to a generation ago when two shows were the custom.

The two performances promise to double the gaiety of the day with plans already in the air for dinner parties, supper parties, and out-of-town guests.

Presbyterian-St. Luke's woman's board with the collaboration of the sponsors are combining to give an extra star to the already starlit fashion show, a first on the Chicago social scene.

A RELAXING MOMENT—From left, Mrs. Herbert De Young, Kenilworth, Mrs. Samuel Bodman, and Mrs. Jeffrey R. Short Jr., Winnetka, enjoy the party that launched the news of the 1963 fall fashion show to be given by the Woman's Board of Presbyterian-St. Luke's board. (Harold Guthman photos)

The Social World . . .

So You Want to Model? Sit Around in Curlers

By Lois Baur

WHEN YOU consider the anxiety, the conniving, the coercion, the intrigue, the plotting, the prodding, the pussy-footing and the apple-polishing some women involve themselves in to join the amateur charity modeling circuit . . .

Then you'll be interested in Mrs. Arthur T. Conway's story.

She was seated, hair in rollers and hairnet, under the dryer in the Elizabeth Arden salon, when a woman tapped her on the shoulder and asked:

"My dear, how would you like to model in the Cradle fashion show?"

Mrs. Conway, a true beauty and a comparative newcomer to Chicago from New York where she was a professional model, had never heard of the Cradle society, a home in Evanston which prepares babies for adoption. And she never heard of the Cradle fashion show. But she accepted. It was just that simple.

"It was such a long, cold winter," said Mrs. Conway [a resident of Carl Sandburg Village] at a luncheon for the models the other day. "I never got out to meet anyone. So I was thrilled to be asked to do something."

Mrs. Arthur Conway
"Discovered" under dryer.

It was just that easy, also, for Mrs. Charles A. Foster Jr. She also is debuting in the Cradle show on Oct. 16. She also is a newcomer to Chicago—from Toronto. Mr. Foster's in oil. Mrs. Foster counts Chicago as the 29th town in which they've lived since their marriage, and, as she puts it:

"I walked into Lizzy Arden's, as I do wherever I go, and Janette Marr came up to me and asked: 'Will you be a Cradle model?'"

Just like that.

Mrs. Foster is a stunningly handsome woman who's no novice to mannequin ranks. She used to be a John Robert Powers model.

Add to these new Chicago residents a third: Cradle mannequin "debutante" Mrs. Richard P. Laster who, with her husband has moved to Lake Bluff from Tulsa. She's a sparkling-eyed blonde size 12 beauty who never is at a loss for conversational gambits these days because she went to school in Shawnee, Okla., with Astronaut "Gordo" Cooper's brother.

Here are three young women who knew no one, had no VIP charity connections, no old Chicago family ties, and who were not listed in the Chicago Social Register. Yet they've attained a place in Chicago society which some socially anxious matrons would pay $1,000 to attain!

Stack these three amateur clothes horses alongside the 60-plus in the Cradle model

[Continued on next page]

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

American
Chicago, Ill.
Evening Circ. 455,000

MAY 24 1963

MRS. GARDNER Stern will show off her new Lake Shore Dr. apartment next Friday when she entertains associates on the Presbyterian-St. Luke's fashion show committee.

Mrs. Stern has invited members of the committee and some of the models for tea. The only work scheduled is announcement of tickets sales. Selling is a bigger job for the women this year since there will be two performances of the Sept. 27 show.

News
Chicago, Ill.
Evening Circ. 598,802

MAY 31 1963

The Social World . . .

How to Be a Model in the Social World . . .

[Continued from preceding pg.]

corps and you have a line-up of Chicago's most beautiful women.

It's a lineup which John Manson Gold certainly would admire. He's the New York correspondent from the London Evening News who, on a recent stroll down Boul Mich, was moved to exclaim:

"What a smashing lot of incredibly beautiful women there are in this town!"

Newsman Gold would have something to write home about if he saw the beauties assembled in the Casino for the model's luncheon the other day. We refer to such "repeat" Cradle performers as —

Statuesque, Grecian-type Mrs. William Witter; vivacious southern belle Mrs. Charles Dering Jr.; classic-profiled Mrs. Telfer MacArthur; regal Mrs. James Alsdorf; stunning Mrs. Harold Florsheim; tall and willowy Mrs. J. Bernard Mullen Jr. and Mrs. Ralph Scheu Jr.; and feminine Mrs. Edward F. Seaton.

Many of these, also, have modeled for years in the grandmother of all Chicago charity fashion classics: the St. Luke's fashion show. This latter is the most coveted of charity modeling stints.

CONGRATULATIONS to Mrs. John J. Crown, another Cradle model, who yesterday was elected president of the Chicago Vassar club.

TERRIBLY THOROBRED: Once each year the horsy set — those distinguished supporters of the Lake Forest Horse show — forget their household chores long enough for some day-long equestrian hi-jinks.

This includes anything from jumping hurdles to picnicking on Lake Forest country grass.

Yesterday was such a day —and the girls had the time of their lives.

Dressed in full formal horsey attire, the women made a pretty picture romping around the paddock on the 40-acre lawn belonging to the Newton F. Korhumels.

There was that usual sort of conversation the girls thrive on: that Mr. Clean is the only solution to use on your carneary breeches . . . that you can't beat neats foot oil for a good dark saddle . . . and imagine saddle soap giving you blisters.

There was Lynn Belnap Firestone, in guardsman's coat and houndstooth breeches, astride some silky thorobred, jumping hurdles as if she were being photographed for a "Good Living" ad.

And Mrs. George Ash trying to decide whether it's really worth the trip to fly to Japan next year for the Olympics.

Major discussion, of course, was the 55th annual Lake Forest show on June 13-16 at the Onwentsia club, again benefiting the United States Equestrian Team, Inc.

REPARTEE BEAT: What do women talk about at a charity luncheon? Here are a few excerpts from the last few days' chicken circuit:

Mrs. Hunt Hamill: "They're not snorkeling anymore in Bermuda. THE sport these days is photographing whales!"

Mrs. Name Withheld: "The only reason she's always forming new boards is because she keeps leaving all the others in a royal huff!"

Mrs. Loyal Davis: "I never send flowers to friends in the hospital. I just send them one of Mrs. Thorne's miniature rooms."

Mrs. William Budinger: "I used to fly seaplanes—but now I get dizzy even looking at airmail stamps."

Mrs. Joseph Nellis: "I know just what to wear when I'm the bride's mother in August—no lace bodice, no pale blue, no chiffon hat, and no trailing panels!"

Mrs. Gardner Stern: "We threw two small apartments together, and now we have what Gardie calls 'one small apartment'."

The Sterns' wonderful Burton place house, incidentally, which was sold only 3 months ago, is on the market once more. The new owners, who never moved in, don't say why. "They just declared 'We made a mistake,'" says Hanchen Stern.

#47666
1963-16

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

News
Chicago, Ill.
Evening Circ. 598,802

JUN 3 1963

SOCIETY IN CHICAGO

Early Start on Fashion Shows

By PATRICIA MOORE

Why, on the doorstep of the busiest social month of the year, are dozens of women concerned about what happens in September?

It seems amazing that so much effort is being put forth this week to enliven the early fall scene. But it's true. The object of all the flurry is the ubiquitous charity fashion show.

These style rituals have become so much a part of the benefit circuit that each committee tries to outdo the other is getting their "pitch" to the public first.

MRS. ADDINGTON

So while the "goers" are trying to figure out how many weddings and debuts they must attend in June, the "doers" are addressing invitations to post-Labor Day luncheons.

* * *

PRIME example of this early bird effort is Mrs. James Addington who has personally addressed all 1,200 invitations to the Sept. 5 Sophie fashion show. Mrs. Addington estimates that she spent four hours a day, seven days a week for almost a month penning the pink invitations. They will go into the mail Tuesday right after Mrs. Harry Houghton entertains the benefit committee of Illinois Children's Home and Aid Society members at luncheon.

If that kind of a timetable sounds impressive, we might add that letters to prospective patronesses (those who buy at least four tickets at $25 each) went out in April.

The women are so far ahead of themselves that the Sophie clothes they will see at their preview luncheon Tuesday will be summer fashions, not the fall clothes that will appear in the benefit show, because those are still in the couture workshop.

* * *

ANOTHER batch of fashion invitations is being readied for the mail by the Presbyterian-St. Luke's committee. Mrs. Burton Hales and Mrs. T. Lloyd Kelly and their committee will post their invitations next weekend.

That fashion show doesn't come until Sept. 27 but Mrs. Williams S. North says, "I've been working on the show about four days a week since November." She sounds a mite surprised at the early activity.

Just to keep all committee members on their toes, Mrs. Gardner Stern is giving a tea Friday for some of the Presbyterian-St. Luke's workers.

Another of the early fashion groups is the Cradle Society committee, which sent out its benefit invitations more than a week ago. The fashion show is scheduled for Oct. 16.

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

American
Chicago, Ill.
Evening Circ. 455,000

MAY 31 1963

The Social World . . .

Luke's fashion show workers at a tea in her new Lake Shore drive apartment on June 7—a tea that may confuse a few of the neighbors.

Seems a number of Hanchen Stern's guests plan to wear evening gowns to the afternoon party to highlight the fact that the show—for the first time in years—will give an evening performance this year. It takes place Sept. 27 in Medinah temple.

HEAR YE, HEAR YE: "We made $19,000 to $20,000," exclaimed Mrs. William Deknatel, talking about Chicago Hearing society's recent smash "Chicago's Choice" fashion show.

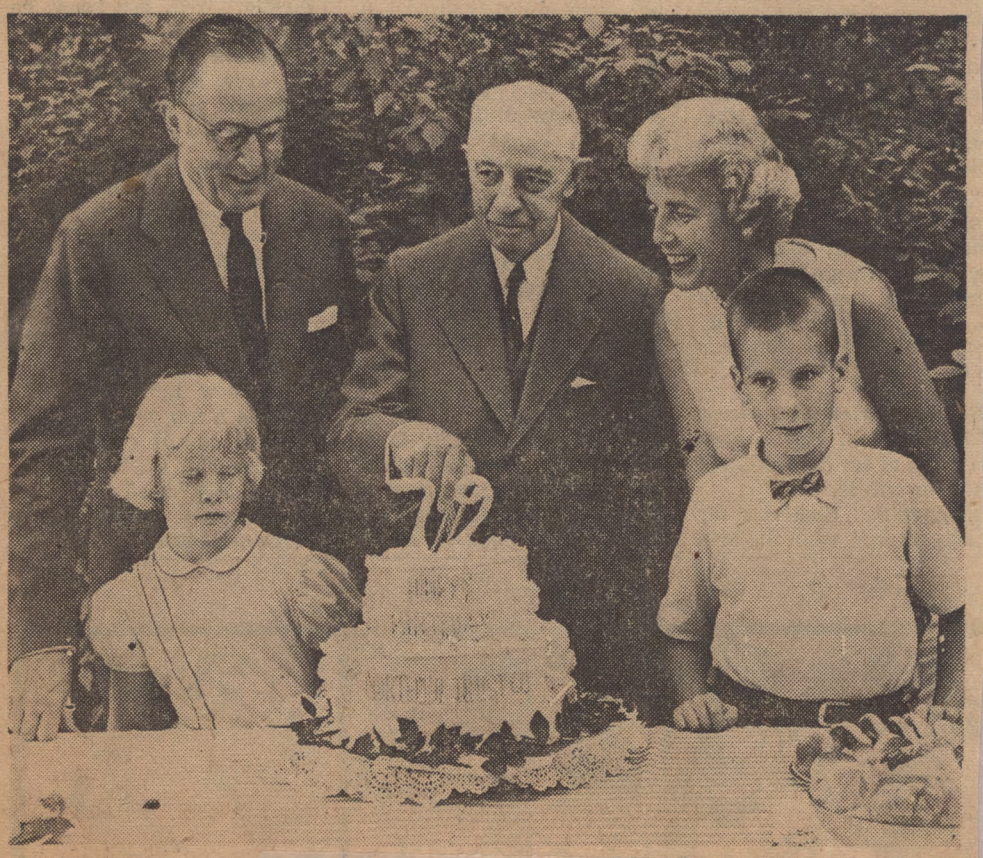
"Now we're going to celebrate with a fun day in the country—lunch on Tuesday at the Dunham Woods Riding club. We call it an annual meeting, but we always manage to have fun afterward."

Hostesses at the luncheon will be Mrs. Philip Watson and Miss Ada Sitterly.

The Deknatels, incidentally, spent the holiday at their Pentwater, Mich., summer home where they went trout fishing on the Pere Marquette river nearby.

SADDLE AND CYCLE clubbers put down their tennis racquets and head for the land of the midnight sun on June 6, when they see an

MRS. GARDNER STERN entertains Presbyterian-St.



• SOLOMON A. SMITH at a recent "family" party—celebrating the 72d birthday of the Smith family bank, the Northern Trust. Solomon A.'s son, Solomon B., and his daughter, Mrs. George S. Chappell Jr., flank him, along with two Smith great-grandchildren, Robin Carpenter and Charles Denby.

#471666 1963-17

Chi Tribune June 8

Sterns' New Home Is an Eye Opener

BY ELEANOR PAGE

(Pictures on preceding page)

Wall to wall carpeting in the utility room and in a kitchen made guests' eyes pop as they arrived at the Gardner H. Sterns' new apartment for cocktails with the Presbyterian-St. Luke's fashion show committee yesterday.

The Sterns' apartment was of special interest to those friends who loved their former spacious residence a block away, and they were happy to see that Mrs. Stern had kept many of the attractive touches of her house — even the chandeliers. "We call it a 'petite repeat'," she said as friends joyfully greeted favorite pieces of furniture and color schemes.

The antique spinet piano still welcomed guests in the entrance hall, and the Victorian wall paper and floral-pattern carpeting from the basement playroom were installed in the second kitchen, which was further dressed up by a pair of black lacquered chairs and table and some of the many photographs from the playroom wall. Mrs. Stern's favorite mirror walls are used in her bath and dressing room area.

New—Lake View

But something new is the magnificent lake view, dramatized by the unusually wide window wall overlooking Lake Shore drive.

The furnishings — except for chintz covers on a sofa and chairs in Mrs. Stern's sitting room—are the ones from their former house. "I just cut everything down in size—the andirons, the dining table—to make it fit," Mrs. Stern remarked.

No matter what the decor the evening of Friday, Sept. 27, models in the Presbyterian-St. Luke's show, their husbands, and ticket holders will be well fed. Instead of box luncheons before the afternoon performance, there will be a hot buffet supper available back stage in Medinah temple for the models and backstage workers who won't have time to leave the building between afternoon and evening performances.

The husbands of these busy women won't face a lonely dinner hour, however. A room in the Kungsholm restaurant is being reserved for a stag dutch treat dinner for them.

Presbyterian-St. Luke's Hospital
Fashion Show Committee

THEY WERE THERE

Mrs. Charles M. Dering Jr. (left) in dinner gown and Mrs. C. Carter Smith Jr. in back-stage garb for Presbyterian-St. Luke's fashion show, Sept. 27. *(Story on next page).*

Mrs. G. Scott Hodgkins (left) and Mrs. James F. Ott don "model" attire for fashion show party yesterday in Gardner H Sterns' new Lake Shore drive apartment.

Saturday June 8

Dinners Arranged

Evening ticket holders will meet for a variety of dinner parties, ranging from the black tie one the A. Loring Rowes are to give in the Casino to informal Dutch treat gatherings in Su Casa and Pizzeria Union and Due close by the temple.

At the meeting yesterday in the Stern's apartment, Mrs. Rowe and Mrs. Charles M. Dering Jr. modeled long gowns, Mrs. Robert Elson donned a short evening frock [she's organizing a dinner in the Kungsholm], and Mrs. C. Carter Smith Jr., and Mrs. Ericson Theis appeared in the pink smocks of backstage workers.

Most glamorous guests present were brunette Mrs. G. Scott Hodgkins and blonde Mrs. James F. Ott who appeared with hair freshly dressed, made up for the stage, and clad in negligees to show how the models will look as they sup on the hot buffet.

#47666 1963-18

SOCIETY IN CHICAGO

High-Rise People-Watching Is in Style

BY PATRICIA MOORE

Mrs. Gardner Stern demonstrated Friday afternoon that the new high rises make for fine people-watching.

Her teatime guests were ostensibly gathered to discuss the Presbyterian-St. Luke's fashion show but before you could bat a mascaraed eyelash the women gravitated to her lakefront windows to survey the Oak St. beach.

Mrs. George S. Chappell III, Mrs. J. Michael O'Riley and Mrs. C. Carter Smith Jr. brightened when they discovered the people-watching game included an amorous couple on the beach.

* * *

MRS. FENTRESS Ott decided after viewing the panoramic sweep of lakefront that the Stern's 14th floor apartment in the 1440 Lake Shore Dr. building is much more desirable than those on the 33d floor.

"I considered taking an apartment on an upper floor," Emily Ott was telling a friend, "but it's too high. I thought I was in a tower with nothing but water to see."

Mrs. G. Scott Hodgkins (above) laughingly demonstrated how to be an amateur fashion model in luxury. She was wearing an elegant lounging robe as she applied her makeup in the Gardner Sterns' mirrored powder room at a tea Friday afternoon. The backstage scene will be somewhat less opulent on Sept. 27 when she is a model in the Presbyterian-St. Luke's fashion show.

Mrs. James Forgan Ott (left) and Mrs. George S. Chappell III were in a relaxed and happy mood when they attended Mrs. Stern's tea party to herald the fashion show. Tina Ott wore an empire dressing gown that is considered proper attire for fashion models backstage.

MRS. C. CARTER Smith Jr. craned her neck for a view north as she tried to pick a spot on the stretch of beach between North Av. and Fullerton for a picnic. She and her husband, in the midst of preparing to move, have decided the time has come to relax with a group of young friends with a "bring your own supper" beach picnic.

Betsy Smith shattered an illusion of the so-called pampered set. She was extolling the advantages she will have when they move with their two small children from a Mid-North apartment to an Astor St. co-operative:

"We can walk to the beach instead of taking a bus; I won't have to climb three flights of stairs and I'll have a washer and dryer. No more trips to the laundromat!"

* * *

MRS. A. LORING Rowe and Mrs. Charles M. Dering struck an incongruous note. They arrived at the 4 p.m. tea in floor length evening gowns because they had been asked to dress as they would if they were giving dinner parties before the evening performance of the Presbyterian-St. Luke's show.

(For the first time in years the annual event will have an evening as well as an afternoon performance. Both will be Sept. 27 at Medinah Temple.)

Annette Dering had hiked up her long skirt under a raincoat to walk to the tea from her apartment in the next block. Mrs. Rowe, in a flowing coral print chiffon, had it easier since she lived next door and used the back door.

* * *

of the room. A mass of long stemmed red roses was the centerpiece.

#47606 1963-19

saturday June 8, Daily News

Chicago's AMERICAN
Always On Top Of The News

TODAY'S LIVING
Fashions — Food — Society

SECTION 2 SATURDAY, JUNE 8, 1963 9

The Social World...

Arden Girls Have Ball at Tea for Modest 'Angel'

By Sybil Lillie

"I'M NO ANGEL," admitted E. Eugene Biesel last night at a cocktail party in the Venetian room of the Drake hotel. "Pepsi is the angel—not me personally."

At the gala gathering of the Chicago Arden Shore association, Mrs. Gerald Graham announced Pepsi-Cola General bottlers will underwrite costs of the Arden Shore benefit ball on Nov. 2 in the Drake. Eugene is president of the firm.

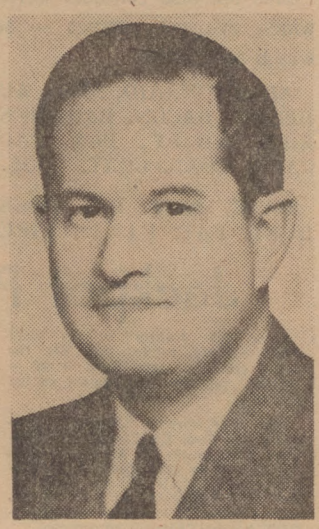
"I'm certainly glad we asked him to angel our party a year ago," said a face in the crowd. "The bottlers all went on strike today, you know." Nevertheless, there was peppy Pepsi talk yesterday, not just with the Arden Shore girls, but also in the Gardner Sterns' handsome new Lake Shore drive apartment at tea time.

Hanchen Stern was entertaining several members of the Presbyterian-St. Luke's fashion show committee. Pepsi, along with Cunard Steamship company, is underwriting the show on Sept. 27. In fact, the company has gone "benefit wild" this year—will help "angel" the Summer ball on June 15 in the Post & Paddock club, and partially underwrote the recent Chicago Maternity center fashion show.

Why so angelic? Biesel answers frankly: "We wouldn't want anyone to get the idea this is a typical year, but the company has a charity till and we like to help the ladies with philanthropic work." He admits flapping wings for charity also is good advertising.

Tho most companies "angel" only one benefit a year, Pepsi's gone overboard for friends, says Eugene. His wife, Mary Martha, is a woman's board member of Chicago Boys clubs; Pepsi's chairman of the board, Edgar J. Higgins, is a friend of Arden Shore's benefit chairman Mrs. Gerald Graham, and a Pepsi director, Paul L. Thoren's wife is a woman's board member of Presbyterian-St. Luke's.

Mrs. Thoren, however didn't attend the Pres.-St. Luke's party yesterday—a party where Mrs. G. Scott Hodgkins and Mrs. James F. Ott wore dressing gowns.



E. EUGENE BEISEL
High flying angel

. . . Mrs. C. Carter Smith Jr. wore a smock and tennis shoes. . . . Mrs. A. Loring Rowe and Mrs. Charles M. Dering donned long evening gowns . . . and Mrs. George Chappell and Mrs. J. Michael O'Riley wore cocktail dresses.

"This cast of characters," said Mrs. Marshall Sampsell, "explains what we're doing the night of the fashion show." Since the show will be presented in the afternoon, and again at 8:30 p. m., supporters will wear evening gowns for black tie dinners in the Casino . . . cocktail dresses for casual dinners . . . and models will be in dressing gowns between shows. Betsy Smith's smock, said Mrs. Sampsell, "means dinner in the basement with the models, and of course tennis shoes are the badge of a St. Luke's worker."

Betsy and Mrs. Richard Needham amused themselves by using opera glasses to "peep at beachers" on the lake front from the Sterns' 14th floor apartment.

Said Hanchen Stern: "O, I wish they'd go in my son Jeff's room—he has binoculars." Jeff is a 27-year-old bachelor.

DAN CUPID BEAT: The junior Charles H. Morses and the Robert F. Carrs are in Charleston, W. Va., today for the anouncement of the engagement of Maude Hubbard Dickinson Goldsmith and Robert F. Carr Jr.

Robert, who is the son of Babbie Morse and Bob Carr, was graduated from the Hatch school and Babson institute. His fiance, the daughter of the Edward Goldsmiths of Charleston, is a graduate of Old Fields school, Stephens college, and the Katherine Gibbs school.

All of the young generation of Morses and Carrs are also in Charleston today, except for Charlotte Morse, who graduates from Miss Hall's school. On hand to raise toasts to Robert and Maude are Joseph Carr, Chalmers Morse, and Charles H. Morse IV.

Maude and Robert will be married on Jan. 4, following his completion of 6 months of army service.

OLD SCHOOL TIE: Congratulations to Denison B. Hull, newly-elected president of the Harvard club. He succeeds Philip W. K. Sweet Jr. Highlight of the election meeting was a report by Hermon Dunlay Smith on the recent Harvard Board of Overseers dinner in the White House. President Kennedy is a retiring member of the board, of which "Dutch" Smith is also a member.

EVERYTHING'S coming up roses for the Hektoen institute supporters tonight in the Drake hotel—even tho they're behind the "8" ball!

Tonight's the night the institute's women's auxiliary gives its "8" ball, in honor of its eighth anniversary —

Continued on Next Page

get Monday June 3
Daily News

#47666 1963-20

SOCIAL CHICAGO

She'll Be Back As A Bride

By Jane Gregory

The pretty, darked-haired Southern girl who was visiting the Charles Hosmer Morses in Lake Forest earlier this week will be returning here as a bride next winter. She is Maude Hubbard Dickinson Goldsmith, who will be married to Robert F. Carr Jr., Mrs. Morse's son, shortly after the first of the year.

Formal announcement of the couple's engagement will be made by her parents, Mr. and Mrs. Edward Goldsmith, at a cocktail party Saturday evening in their home in Charleston, W.Va. The pair are thinking in terms of a Jan. 4 wedding date but the exact timing will depend on his Army orders. Young Carr, who is the son of the senior Mr. Carr of Lake Shore Dr., expects to be called for six months of military training momentarily.

MAUDE GOLDSMITH

While a Southerner by residence, Maude met her fiance in Boston where she was studying at the Katharine Gibbs School and he was attending the Babson Institute. Before going to Gibbs, Maude was graduated from Oldfields School in Glencoe, Md., and Stephens College in Columbia, Mo., Carr attended Hatch Preparatory School in Newport, R.I., before going to Babson for his college degree.

BECAUSE OF THE ROMANTIC developments in the family and the trip to Charleston for the announcement party, Babby Morse was not among those present at Friday afternoon's tea for the Presbyterian-St. Luke's Fashion Show Committee. Babby, a long-time stemwinder of the project, missed a gay party that had some significant forecasts of the benefit activities to come.

Mrs. Gardner Stern opened her new Lake Shore Dr. apartment for the gathering. The setting in itself provided sparks for many a lively conversation. In almost every respect the Sterns' apartment is a duplication in miniature of the old town house in Burton Pl. that was their home for so many years. The furniture and the color scheme are the same but set against a stunning 14th-floor view of the drive and lake.

Special feature of the afternoon was an informal fashion show Mrs. Marshall G. Sampsell got up to illustrate what women will be wearing to one or both of this year's benefit productions on Sept. 27 at Medinah Temple.

MRS. GEORGE S. CHAPPELL III and Mrs. J. Michael O'Riley modeled cocktail dresses that would be appropriate for the group that will be getting up Dutch-treat dinners of young marrieds before the evening show. Mrs. A. Loring Rowe and Mrs. Charles Dering, in full-length evening gowns, took the part of those who will be going the formal route from dinner parties in the Casino to box seats on the big night.

Mrs. Robert Elson, who will be working backstage at the show, struck a medium approach with a short evening gown. This, she feels will carry her through a dinner party and her chores. Mrs. Fentress Ott's simple daytime costume was geared for the traditional club luncheon and matinee performance.

The basement crew of models and dressing-room volunteers will be spending most of the day and evening at Medinah Temple. In addition to their usual box lunch, there will be a hot supper to help pass the time.

The fashion show "widowers," men whose wives will be otherwise occupied at Medinah, will also be provided for. They'll be invited to a Dutch-treat dinner in a private room at the Kungsholm restaurant.

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Wilmette Life
Wilmette, Ill.
Weekly Circ. 24,000

JUN 20 1963

Woman's Board Tea Foretells Pre-Show Plans For Sept. 27

Plans for the Sept. 27 Presbyterian-St. Luke's Fashion Show are complete even to the party arrangements before the show.

News was revealed at a June gathering of the woman's board in the town apartment of Mrs. Gardner Stern. Members were forecasting in symbolic gowns the type of pre-show arrangements they were planning on Sept. 27.

This year much festivity is on the agenda since there will be two performances, one at 2:30 in the afternoon and a repeat performance at 8:30 o'clock.

Gowns at the tea ranged from those representing formal dinners to smocks indicating the members would be working backstage and eating dinner in the basement of he Medinah Temple.

Board members from Winnetka include Mrs. Robert Carton, Mrs. Oglesby Paul, Mrs. Samuel Bodman, Mrs. Paul Oliver, Mrs. Jeffrey Short Jr., and Mrs. Herbert C. De Young, Kenilworth.

Announcements are in the mail for the traditional fall event and tickets will be available Aug. 19 at the woman's board office.

SOCIETY NOTES

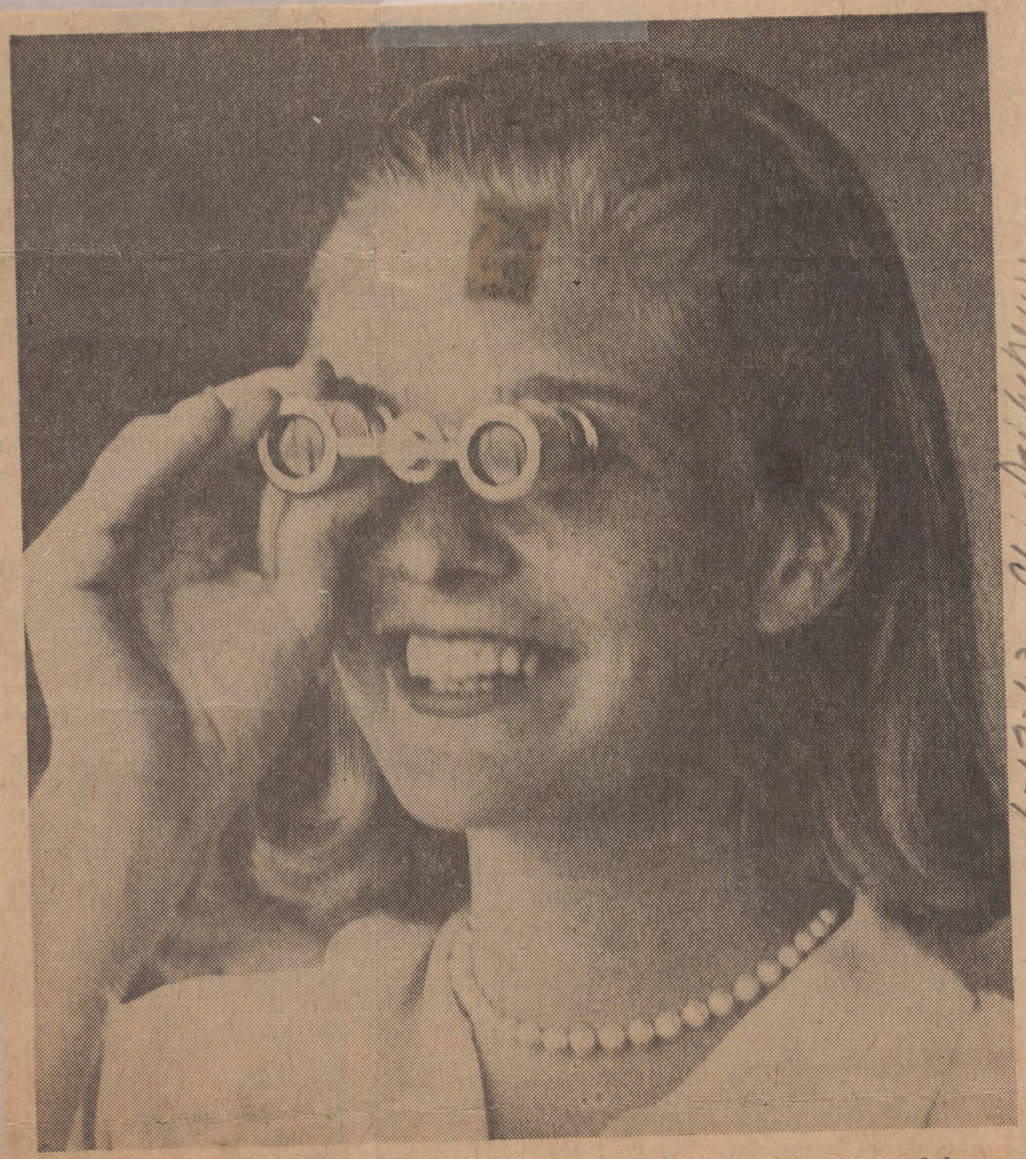
THE Presbyterian-St. Luke's Fashion Show Committee happily announce that their good friends and long-time exhibitors — Saks Fifth Avenue — will this year provide the make-up and hair do's for mannequins. The cosmetics used will be by Estee Lauder, who will send on two special make-up artists from New York for the occasion. Representing both the skill of Saks Fifth Avenue personnel and the Presbyterian-St. Luke's models as a group, are Mrs. G. Scott Hodgkins and Mrs. James Forgan Ott. They will partake of the Harvey dressing room supper between appearances. Fred Harvey is also the friend in need to the husbands of the mannequins and the Committee members whose jobs prevent them leaving Medinah Temple btween the two performances. The Kungsholm management is assigning a large private dining room for a bachelor Dutch Treat dinner for these gentlemen, who will then go on to the performance. The excitement of the 1st curtain going up at 2:30 in the afternoon on September 27th will attract hundreds to the afternoon performance. Mrs. Fentress Ott is taking a box for the matinee and entertaining her friends at the Casino's traditional luncheon. Co-Chairmen of the Box Committee are, Mrs. Burton W. Hales and Mrs. T. Lloyd Kelly; Co-Chairmen of the Ticket Committee are. Mrs. Cecil C. Draa and Mrs. William F. Drews and Mrs. William S. North is Chairman of the 1963 Fashion Show.

#47166 1963-21

Presbyterian-St. Luke's Hospital
Fashion Show Committee

Mrs. A Loring Rowe smiles to friends across the room at Mrs. Gardner Stern's tea. The party offered the guests a chance to look over the hostesses' new apartment. This was the first party Hanchen Stern has given since she and her family moved into the new high rise apartment building.

No cheesecake for Mrs. Charles M. Dering . . . she simply was adjusting her dinner gown when she attended a tea at the Gardner Sterns' new Lake Shore Dr. apartment. As a special gimmick, Annette Gering came dressed as if she were going to a dinner party.



Although the topic at Mrs. Gardner Stern's tea was next fall's Presbyterian-St. Luke's fashion show, Mrs. C. Carter Smith Jr. forgot benefit talk long enough to peer through a pair of opera glasses at the lake-front view from the living room of the new high-in-the-sky apartment located at 1440 Lake Shore Dr. The crowds of sun bathers gathered on the beach had attracted her attention.

6-12-63 Ch. Daily News

#47616 1963-22

Presbyterian-St. Luke's Hospital

Fashion Show Committee

invites you

to meet the collaborator of

the 38th Annual Fashion Show

at the Racquet Club

on Thursday, June eleventh

at four-thirty P.M.

RSVP
MI 2-6688

L.F. Matron Heads Benefit

North Shore Life - 6-17-63

Fashion Show Keeps Her Busy

BY DONNA RAMSEY

LAKE FOREST —Original creations of the world's top designers shown each year in the Presbyterian-St. Luke's Fashion Show don't stir Mrs. William S. North, chairman of this season's benefit, like the traditional parade of nurses in their uniforms.

"I never fail to get goose bumps when the hospital's nurses march across the runway," said the personable chairman, who lives at 1490 N. Green Bay Road. Her 16 years of dedication to the hospital won her the appointment from its woman's board.

The board this season will revive its custom of presenting two performances after a lapse of many years. The show will be given at 2:30 and 8:30 p.m. Sept. 27 in Medinah Temple, Chicago. The evening display is new.

Mrs. North recalled the excitement before World War II when two performances were staged in the Chicago Hilton (then Stevens) Hotel.

"That evening performance was so glamorous," she explained. "We could walk across the runway in practically any type of gown — still the men applauded."

The board's return to a double presentation is an experiment this year, Mrs. North said, to raise still more funds for Presbyterian-St. Luke's Hospital.

Asked about the format, Mrs. North declined to divulge any details.

"After you see the show," she smiled, "you'll see why."

Ninety-six women are working on plans for the 37th annual benefit at which more than 80 North Shore and Chicago women and 20 children will model, according to Mrs. North, also a member on the Chicago Maternity Center board.

The models are chosen by a mannequin committee, headed this year by Mrs. Lester Armour and Mrs. Robert P. Upham, both of Lake Forest. Main points on which the mannequins are judged are looks, modeling ability and size, explained the chairman.

This committee, along with 11 others, consults with the chairman, who makes the final decision. The models, who for the most part are seasoned performers on the runway, will rehearse twice. The first rehearsal will be Sept. 20 and the second, a dress one, Sept. 26.

New models for the fall show will be introduced at a luncheon Aug. 7 to be given at Mr. and Mrs. Bowen Blair's Lake Forest home.

Much of Mrs. North's time, since she was chosen chairman in November, has been devoted to assuring that the tradition of a smooth presentation will be maintained.

When she's not traveling into Chicago three or four times a week, the chairman is telephoning other committee members.

Only diversions from this pattern, said Mrs. North, were during the Christmas season and this month.

She currently is arranging a June 28 debut party for her daughter, Betsy. The pretty Connecticut College sophomore, home for the summer, will bow at a tea followed by a dinner-dance in the Norths' home.

A woman's board member of the Chicago Lyric Opera, Mrs. North and her husband, head of a Chicago manufacturing firm, are the parents of two other children, Jim, 11, and a married daughter.

Box announcements for the 1963 show, sponsored by the Cunard Steamship Co. Ltd. and the Pepsi-Cola General Bottlers, Inc. of Chicago, are in the mail. The public may obtain tickets at various prices by contacting the woman's board office at 919 N. Michigan Ave., Room 331, Chicago.

Ideas for many soirees are being formulated by North Shore residents in connection with the two performances. Both luncheon and supper will be served to the models and benefit workers in the basement of the Medinah Temple the day of the show.

AT HOME — Mrs. William S. North, chairman of this year's Presbyterian-St. Luke's Fashion Show, is shown with her debutante daughter, Betsy, left, in their home at 1490 N. Green Bay Road, Lake Forest. Miss North will make her debut June 28.

* * *

REPEAT PERFORMANCE: Chicago's traditional benefit extravaganza, the Presbyterian-St. Luke's fall fashion show, will return to a pre-World War II tradition with its Sept. 27 presentation: An evening show at 8:30, in addition to the 2:30 afternoon showing . . . to "accomodate the men, and those who can't make, or get into, the early show."

WWD 8-9-63

#47166 1963-23

REFLECTIONS — Guests at a recent party, given to discuss plans for the Presbyterian-St. Luke's Fashion Show, wore clothes to dramatize the many facets of the event. Pictured from left are Mrs. Charles Carter Smith Jr., Mrs. G. Scott Hodgkins, Mrs. James Forgan Ott, Mrs. George S. Chappell III and Mrs. J. Michael O'Riley. Mrs. Smith wears a hospital volunteer's smock, and Mrs. Hodgkins in a hostess gown represents a fashion show model between appearances. Mrs. Chappell and Mrs. O'Riley are organizing "dutch treat" parties to attend the evening performance of the Sept. 27 show. Mrs. Hodgkins and Mrs. Ott have had their hair and make-up done by Saks Fifth Avenue who will contribute these aids the day of the show. (Guthman Photo)

7-29-63

SOCIETY IN CHICAGO

It Seems Charity Begins Outdoors

BY JANET CARTWRIGHT

Look soon for several charity-minded women to have especially good suntans — not from hours spent at the beach but rather from planning sessions held outdoors.

If the weatherman co-operates next week, many benefit workers will be attending all fresco parties.

Mrs. Bowen Blair has arranged for an awning to go up Aug. 7 beside the swimming pool at the Blairs' Lake Forest home for the Woman's Board of Presbyterian-St. Luke's Hospital luncheon. The "nautical" setting is appropriate since co-sponsors for this year's show is the Cunard Steamship Co. "But the Blair pool is hardly big enough to float a luxury liner," quipped committee member Mrs. Richard Needham.

The luncheon will honor the new mannequins and those who will return to the runaway Sept. 27 at Medinah Temple after more than a year's absence. They include Mrs. T. Clifford Rodman, Mrs. William B. McIlvaine Jr., Mrs. Vernon Armour, Mrs. Faurot Bennett and Mrs. Silas Cathcart, and two from out of town, Mrs. Ralph Ellis of Grand Rapids, Mich., and Mrs. Edward Cochrane of Palm Beach.

The ticket office for the show opens Aug. 19 at 919 N. Michigann Av.

* * *

Nov. 26 at the Conrad Hilton Hotel.

Mrs. C. Gordon Brightman plans to serve luncheon Aug. 8 on the terrace to the Winnetka Board of the Northwestern University Settlement.

Her guests will be announcing plans for their benefit Sept. 10, when luncheon will be served at four Winnetka homes —the hostesses are Mrs. James L. Allen, Mrs. Rufus Jeffries, Mrs. H. Baker Jenner and Mrs. Russell Stern — followed by a fashion show at the Jenner home.

CHATTER . . .

There's a round of parties this week for Susan Barr and Lynn A. Williams III. Before the couple's marriage Saturday evening at the Church of the Holy Comforter in Kenilworth, they will be feted at a dinner Wednesday evening given by Lynn's four sisters, Mrs. Bernard Jennett, Dora and Susan Williams and Mrs. Edward Noonan in the latter's Evanston home.

Susan will be honored at a dessert and shower Tuesday by Mrs. Edward Claar and daughter Betty Jane (who will be a bridesmaid) and again Thursday evening at a spinster dinner given by her sister Deborah who will be maid of honor.

The day of the wedding Mrs. Raymond Underwood will entertain the bridal attendants at a luncheon and swimming party.

Parents of the bride are the Robert Comstock Barrs of Kenilworth and parents of the bridegroom are the junior Williamses of Winnetka.

* * *

MRS. SEYMOUR Wheeler is planning a tea for her debutante granddaughter, Clare Eddy, Sept. 6 in Lake Forest. The deb is the daughter of Mr. and Mrs. Morris Eddy of Winnetka.

* * *

SWIMMING, pony rides and a picnic describe the day's events for alumnae of Wellesley College when they meet Aug. 13 to discuss preparations for a fall benefit. The informal outing will be held on the grounds of Ambassador Adlai Stevenson's home in Libertyville at the invitation of Mrs. Adlai Stevenson III. Mrs. William D. Shorey and Mrs. Anthony Newey will act as hostesses for the day. The picnic will be the members' last "fling" before their "Silks and Settings" benefit Nov. 8 at the Edgewater Beach Hotel.

* * *

THE HAMPDEN Swifts and their children leave soon for their summer home in Wequetonsing, Mich., near Harbor Point. The family will vacation there until after Labor Day.

* * *

JEFFREY SHORT III and his bride, the former Francoise Marthe Juliette Tabary, are here from a European holiday after their June marriage in Paris. This is her first visit to the U.S.

The young people are looking for their first home and the new Mrs. Short is learning English.

SOCIETY IN CHICAGO

7-9-63

Dicks Spike the Spike-Heel Menace

BY PATRICIA MOORE

Mrs. A. B. Dick III is of the "save the lawn" school of summer entertaining. Other hostesses may put up marquees for a lawn party in case it rains but Sue Dick is skipping coverage in favor of a wooden floor. She wants to protect her lawn from spike heels.

The Dicks learned their lesson last summer when they gave a large cocktail party the weekend of Onwentsia's visitors' golf tournament. The weather was fine so more than 200 guests poured out on the Dicks' lawn and the result was hundreds of tiny holes in the turf.

Dick, president of Onwentsia, and his wife have sent out invitations to a similar party for July 20, the second day of this year's tournament. Approximately 180 persons play in the tournament, making it the biggest event on the club's summer calendar.

The Dicks also are inviting some of their non-golfing friends, putting the guest list well over 200.

The tournament provides a good bit of socializing on club grounds, too. The players and their wives will have a dinner dance July 19 at the club. Mr. and Mrs. Dick's cocktail party will be followed by a dinner dance at the club, this one for all members as well as golfers.

* * *

A NUMBER of former Lake Foresters are returning to play in the tournament. They include William McIlvaine III of Montreal, and his partner Thierry McCormick; Edmund Q. Sylvester of Shaker Heights, Ohio, with Alfred Gawthrop; Elliott Detchon of New York, paired with Henry P. Wheeler; Clive Runnells Jr. of Houston, Tex. with John A. Stevenson; Fred Fairman of New York, a guest of James O. Heyworth, and Edward K. Welles Jr. of Rockford, paired with George W. Blossom III.

The tournament is for men only, but many of the visitors will bring their wives with them, so the club arranges a Saturday morning tourney for the women. After that, they are not allowed to play golf.

Other members who will have visitors for the merry weekend are John F. Milliken, George Isham, John W. Hughes, George Chappell Jr., Irving Seaman Jr., William L. McLennan, Gordon Smith, Frank J. Kelley III, Cameron Brown and Edward F. Swift III.

CHATTER . . .

One bride with the opportunity to wear a bridal gown twice is Leslie Borland. She will marry Michael van Beuren Saturday afternoon at the Church of the Holy Spirit in Lake Forest. The second occasion will be when she models the bridal gown in the Sept. 27 Presbyterian-St. Luke's fashion show.

Before the wedding the couple will be guests of honor at several parties. Michael arrived here Sunday from Brunswick, Me., where he is stationed with the Navy. The first party is Tuesday evening, a buffet being given by the junior John Colemans and the junior Robert A. Gardners at the Colemans' home.

Mr. and Mrs. Gerald Hollins will honor the couple Thursday at a cocktail buffet at home.

On the eve of their wedding Leslie's father, William F. Borland, and Michael's mother, Mrs. Harold Chandor Jr. and her husband of Lumberville, Pa., will give the bridal dinner at Shoreacres.

Following the wedding reception at Shoreacres the couple will leave for a trip to Mexico. They will make their home in Brunswick. Leslie plans to return here several days before the fashion show in September.

* * *

WORKING ON a decorations committee has its advantages, Mrs. William G. McMillan's group discovered Monday. They gathered at Lake Forest Academy to make the pale green tissue paper topiary trees that will be used at the North Side Boys Clubs' dance Saturday.

The women, including Mrs. Hays MacFarland Jr., Mrs. Franklin B. McCarty Jr. and Mrs. Peter Van Cleave, took their equipment out on the lawn and worked on their suntans as well as the trees.

A number of dinner parties will precede the late evening dance. Mr. and Mrs. David Betts and Mr. and Mrs. William C. Douglas have reserved the Bath and Tennis Club for their dinner. Scott and Bill Hodgkins and their wives and the MacFarlands will give a dinner at the home of the brothers' parents, the W. Press Hodgkinses.

* * *

SLIM MRS. Alexander Cochrane Jr. was a sight to behold doing the twist with C. Wolcott Johnson at a debutante party over the weekend. "I had my third child 10 days ago," beamed Gingy Cochrane, "and I never felt better in my life."

Speaking of the twist—and all the other dance fads that have come along this season —Mrs. Frederick Hecht expressed her point of view at a deb dancing party she gave. "At first, I couldn't stand these new dances — the and all — but now that I've come to look upon them as folk dances, I love to watch them."

* * *

MR. AND Mrs. Bernard E. Williams of E. Walton have welcomed their first child, a daughter, Wendelyn Dorthea, born June 30 at Wesley Memorial Hospital. Her middle name comes from the baby's paternal grandmother, Mrs. D. Eckhart Williams.

* * *

A MONTH'S tour of Europe is scheduled for the William Harrison Fetridge family late in July. The children's grandmother, Mrs. Sheldon Clark will also go on the trip.

* * *

WITH floor-sweeping gowns very much in style this season among the debs, a number of the girls wear beach thong sandals for comfort under the long skirts.

* * *

JEAN BELIARD may wish he had expandable walls on Bastille Day. The French consul general and his wife are inviting all members of French organizations to a midday reception at their Astor St. apartment. Beliard passes along the word that any French men or women in the city are welcome at the party Sunday.

#47160 1963-24

29

The Social World... 7-29-63 Chicago American

Heat Hasn't Slowed St. Luke Planners

By Sybil Lillie

EVERYBODY BARKS about the "dog days" this time of year—those low energy days when summer doldrums put volunteers in the "dog house" with eager benefit planning chairmen.

Everyone barks — except the fashion show committee of the Presbyterian-St. Luke's woman's board. These 95 women are planning the classic to be held Sept. 27 in Medinah temple at 2:30 p. m. and 8:30 p. m.

The women hold four or five committee meetings a week. Mrs. William North, chairman, attends most of the conclaves. At a recent meeting in her handsome Williamsburg home in Lake Forest, she had over half the entire committee gathered in her living room. That's some kind of record for a hot summer day "business" gathering.

Busy Pat North is in town at least four days a week for meetings and sometimes schedules three meetings in one day. "I have one method of survival," she says. "I ask everyone not to call me after 6 p. m. This pleases my husband no end." Last year, Pat did nothing for the fashion show, and says, "I had no idea they would appoint me chairman!"

What's it take to mastermind the show?

"Smelling salts, safety pins, and Scotch tape," says Mrs. Richard Needham. "Smelling salts for neryous models; safety pins and Scotch tape for their clothes the day of the show." Mrs. Herbert De Young is in charge of the "dressing room" or "basement duty" in Medinah temple, which is always a big job.

Selecting mannequins from society's amateur models is another big job. Big because modeling in the St. Luke's show is one of the most coveted assignments on the charity beat. Mannequin committee heads, therefore, are tres, tres important. This year the job belongs to Mrs. Lester Armour and Mrs. Robert Upham. It is they who decide whether the model ranks are small [as they were last year] or large. Whether models are on the runway several times — or once.

[CHICAGO'S AMERICAN Photo]

• UP THE WINDING road to the William North's Lake Forest home came this entourage of women for a meeting of the Presbyterian-St. Luke's fashion show committee. Mrs. North is chairman of the show to be held Sept. 27 in Medinah temple. Each week is peppered with five or six conclaves to plan the fashion classic. Tickets go on sale Aug. 19.

However, the decisions depend upon Mrs. Gardner Stern to some extent. She is exhibitors' chairman, and the exhibitors tell her how many gowns they'll have in the show. Mrs. Stern, now in Europe, relayed the information last April.

This year, there will be several new models. They will be announced Aug. 7 at a luncheon in the Lake Forest home of Production Chairman Mrs. Bowen Blair. Mrs. Blair works closely with Producer Archie Lang on the timing of the show.

To make sure the models look their best is Mrs. Loomis I. Lincoln's task. She's make-up chairman. No false eyelashes for the St. Luke's girls, said a committee member. "Only a few of the girls ever wear them," she insisted.

The big push is coming up for Mrs. William F. Drews and Mrs. Cecil C. Draa, ticket chairmen. The St. Luke's box office opens Aug. 19. Tickets for both shows range from $20 a seat to $5. The public is invited to attend. You can mail checks to the Presbyterian-St. Luke's office, 919 N. Michigan av., room 331.

Because of the two show times this year, Mrs. Augustus S. Hart and Mrs. Morrison Waud are "public relations" chairmen. Their duty: to drum up dinner parties and luncheons, and insure a truly gala day. They've contacted companies to buy large blocks of seats.

"Even tho we have sent out invitations," said Pat North, "everyone's invited. Anyone can buy a ticket."

POLO BEAT: Word from the Oakbrook polo set reveals that the Maharaja of Baroda, Fatesingh P. Gaekwad, expects to visit the polo grounds late in August upon his return from a trip around the United States. He passed thru town recently.

Speaking of maharajas, Tiger Huntress Mary Hurn is in town and notes that Maharaj Prem Singh of Jodhpur definitely plans to play polo at Oakbrook this summer.

ADD POLO: Mrs. Butler Kendall is here from Palm Beach, staying at Oakbrook with her father, Paul Butler. She expects to have a long visit.

SUITCASE SET: It's off to the Adirondack League club in New York state this August for the senior Ronald Boardmans. Ronald's late father and mother, the Henry B. Boardmans, built a cabin years ago on the 100,000 acre camp site near Lake Placid. The senior Boardmans have missed only two summer visits there since they were married in 1925. This summer their cabin has been remodeled.

Their son, Ted, and his wife, Anne, bypassed the camp this year in favor of a sojourn in the Lake Placid club.

Ron Jr. is in New York City.

THE INTERNATIONAL set gathers Monday for the preview of an Italian jewelry exhibit in the San Juan room of the Sheraton-Chicago hotel. Italian Trade Commissioner Dr. Franco Slataper is giving the party.

NEWEST STATUS symbol is borrowing somebody's yacht to hold a benefit planning session on it. The bigger the yacht doesn't necessarily mean the bigger the benefit—but it does insure better attendance at the meeting.

Latest groups to join the yachting bandwagon are the Home for Destitute Crippled Children's auxiliary and the Jewish federation. The federation meets Thursday aboard El Torero at Belmont harbor to anchor its Federation Fashionplate show plans. Eighty models will be announced.

The Crippled Children's auxiliary casts off Aug. 21 at Burnham harbor aboard the Alph. The girls will plan their Oct. 30 fashion show and luncheon to be held in the Pick-Congress hotel.

TAKE TEA AND SEE: It's tea time Aug. 12 for senior board members of Misericordia home. The party will be held on the West 47th street premises of the home for exceptional children. The group will announce plans for its benefit ball, traditionally held the Saturday after Thanksgiving.

CHRISTMAS IN JULY? Yes, for Children's Aid of La Rabida. The group meets Monday at 1 p. m. in the Sheraton-Blackstone's Mayfair room for a Christmas in July luncheon to launch the sale of Christmas cards. Mrs. Roland Frieder, founder of the group, and Mrs. George Stern are luncheon co-chairmen.

#47Cele 1963-25

The Social World... American Tuesday, July 9

Report from Arlington

[Cont'd from preceding Page]

room 107, done in subtle shades of gold, mustard, and pale yellow. It virtually spills out over the clubhouse track turn. A windowed wall overlooks the track—the fillies seem so near you feel you could watch the races from bed—altho with piped-in music—at that moment Chopin—the relaxing atmosphere here is not geared to the race pace.

"Now," said Webb, after we had toured the suites, the Everetts' huge bedroom done in reds with a fleur-de-lis pattern and Marge's famous collection of Borsato clowns, "Now," said Webb with a coy smile, "I'm going to show you the piece de resistance—the RECREATION room."

Webb unlocked a door and indeed we were in the "rec" room. We were back on the crowded noisy ground floor of the clubhouse amidst the anxious queues in front of the pari-mutuel windows.

DAN CUPID REPORTS: John Nash Ott III, currently studying the Japanese language with the army. He plans to enter business soon in Tokyo.

A December wedding in Tokyo is planned.

TWICE A BRIDE: Leslie Borland will walk down the middle aisle twice—once on Saturday in the Church of the Holy Spirit in Lake Forest when she becomes the bride of Michael van Beuren and again Sept. 26 when she appears as the bride model in the Presbyterian-St. Luke's fashion show in Medinah temple.

And, because this year that famous charity modeling classic will have both a matinee and evening performances, one might say that Leslie will be a bride three times.

The choice of Leslie as the St. Luke's bride is a sentimental one because her father, William F. Borland, has been a trustee of the hospital since 1950. His aunt, Mrs. Chauncey Borland, and the late Mr. Borland, joined the hospital family in 1906—he as a trustees and she as a member of the woman's board.

Leslie's bridesmaids in the fashion show will be Mrs. Ralph Mills Jr., Mrs. George Poole Jr., Mrs. Alain Wood Prince and Elsie Anne MacDonald.

Michael's parents, Mrs. Harold A. Chandor of Lumberville, Pa., and his father, John van Beuren of Morristown, N. J., will be preesnt for the Saturday ceremony. Leslie's mother is the late Mrs. Borland.

Among others present for the late afternoon ceremony will be the George P. Dennys of Westbury, L. I., and their daughter, Phyllis, a bridesmaid. Phyllis was Leslie's classmate at St. Timothy's in Stevenson, Md. Heather Whitehead of Grosse Pointe, Mich., a former Briarcliff friend, also will be a bridesmaid. Here from New York City will be Leslie's godmother, Mrs. Adrian Lambert.

On Friday the bridal dinner will be held in the Shoreacres club. The Onwentsia club will be the site of both the bridal luncheon and the reception on Saturday.

Michael will take Leslie on a wedding trip to Mexico with stops in Mexico City and in Cuernavaca where Michael's grandmother, Mrs. F. T. van Beuren has a home.

Chicagoans to Flock at Resort

Tribune 7-7-63

BY KAY LORING

THE BEAUTIFUL Wausaukee club, deep in the north woods of Wisconsin's Marinette county, will have the welcome mat out for visiting participants in its summer invitational golf tournament on July 20. Chicago families who have been returning for generations to the 73-year-old resort consider the 2,700 tract of lake and virgin forest first and foremost a fishing camp. But golfing and tennis are also favorite diversions.

Charles Simmons, club president, and Mrs. Simmons will have the Merritt Lovetts as their tournament house guests when they return to their Wausaukee cabin in mid-July. The James G. Derns, who recently purchased the cabin that formerly belonged to the late John Slades, will have their annual Wausaukee house party, beginning July 17 and continuing thru the week-end. Their guests will be the Hunt Hamills, the junior William E. Fays, the Charles S. G. Winstons Jr., and the James F. Van Kennens.

The junior Thomas Merritts, just back from Wausaukee, will return in August, as will the John Doles. Dr. and Mrs. Paul Holinger will be joined by their four sons for a family reunion at the club in August. Among other club members are the Robert L. Footes, who recently purchased the Robert Hageys' cabin when the Hageys moved to California.

Lees-Ott

Mrs. Fentress Ott of Lake Shore drive is looking forward to meeting her prospective daughter-in-law, Miss Brenda Ann Lees of Tokyo, when Miss Lees stops here next week en route to Sussex, England, for a visit with relatives there. Miss Lees' engagement to Mrs. Ott's son, John Nash Ott III, who also is a son of John Nash Ott Jr. of Lake Bluff, widely known time-lapse photographer, has just been announced by her parents, Mr. and Mrs. Frank Lenthan Lees of Tokyo.

Miss Constance Kaufman
[Stuart-Rodgers Photo]

The wedding will take place next December in Tokyo, where Mr. and Mrs. Lees, who are British, have been living for many years. Mr. Ott was graduated from Deerfield academy in Massachusetts and attended the University of North Carolina before serving with the army. For the past two years he has been studying in Tokyo.

'Always a Bride'

The phrase, "Always a bridesmaid . . . " in Miss Leslie Borland's case reads, "Always a bride." She'll become the bride of Michael B. Van Beuren Saturday in the Church of the Holy Spirit in Lake Forest. On Sept. 27, she'll be a bride twice again in the Presbyterian-St. Luke's fashion shows in the Medinah temple.

Miss Borland represents a family long associated with the hospital. Her father, William F. Borland, has been a trustee since 1950, and her father's aunt and late uncle, the Chauncey B. Borlands, began working for the hospital in 1906.

Dickinson-Kaufman

Three times a bridesmaid—twice in the east—in June gave Miss Constance Page Kaufman just a few weeks to feel like a bride. On July 20, Miss Kaufman will be married to Lt. [j. g.] Peter Kolff Dickinson of the navy in the First Congregational church in Winnetka.

Mrs. Milton Emrich and Mrs. John Tittle will give a luncheon and shower today, Mrs. Allen Carter Howard will entertain at luncheon Thursday.

The prospective bridegroom arrives from the east Monday, the same day that his parents, the Malcolm Macfarlan Dickinsons and their daughter, Ann, formerly of Riverside, Conn., arrive from their home in The Netherlands.

Here and There

Mrs. Robert Hall McCormick is planning a belated celebration for her husband who will spend his 85th birthday tomorrow in Passavant hospital.

#47666 1963-26

9-8-63

. . . . . In Lake Forest

POURING TEA and coffee at recent party in Chicago are Mrs. George S. Chappell Jr., president of the Woman's Board of Presbyterian-St. Luke's hospital and Mrs. William S. North, chairman of the 1963 Fashion Show. The party celebrated the opening of the sale of boxes for the afternoon and evening performances on Friday, Sept. 27.

Bowen Blairs Open Home For Party Honoring St. Luke's Show Models

The Bowen Blairs opened their Green Bay road home yesterday noon and gave a luncheon together with the Fashion Show committee of the Presbyterian - St. Luke's Woman's board.

Decorations for the party, which centered around the Blair swimming pool, featured a large Pepsi Cola bottle and life preservers from ships of the Cunard Line—a tribute to the Presbyterian-St. Luke's Fashion show's two sponsors.

Honors Models

The luncheon yesterday was given in honor of this year's new models and also those who are returning to the show after an absence of a few years. Among Lake Foresters who will return to the runway on Sept. 27 for the two shows are Mrs. Vernon Armour, Mrs. Silas S. Cathcart, Mrs. William B. McIlvaine Jr., Mrs. James P. Ott, Mrs. T. Clifford Rodman and Mrs. Gardiner B. Van Ness.

Coming from out - of - town to model will be Mrs. Ralph Ellis from Grand Rapids, Mich., and Mrs. Edward Cochrane from Palm Beach, Fla.

The bride in the 1963 show will be Mrs. Michael Van Beuren, the former Leslie Borland. Mrs. Van Beuren will return from her new

(Continued on page 38)

SOCIETY NOTES

THE Presbyterian-St. Luke's Fashion Show Committee happily announce that their good friends and long-time exhibitors — Saks Fifth Avenue — will this year provide the make-up and hair do's for mannequins. The cosmetics used will be by Estee Lauder, who will send on two special make-up artists from New York for the occasion. Representing both the skill of Saks Fifth Avenue personnel and the Presbyterian-St. Luke's models as a group, are Mrs. G. Scott Hodgkins and Mrs. James Forgan Ott. They will partake of the Harvey dressing room supper between appearances. Fred Harvey is also the friend in need to the husbands of the mannequins and the Committee members whose jobs prevent them leaving Medinah Temple btween the two performances. The Kungsholm management is assigning a large private dining room for a bachelor Dutch Treat dinner for these gentlemen, who will then go on to the performance. The excitement of the 1st curtain going up at 2:30 in the afternoon on September 27th will attract hundreds to the afternoon performance. Mrs. Fentress Ott is taking a box for the matinee and entertaining her friends at the Casino's traditional luncheon. Co-Chairmen of the Box Committee are, Mrs. Burton W. Hales and Mrs. T. Lloyd Kelly; Co-Chairmen of the Ticket Committee are. Mrs. Cecil C. Draa and Mrs. William F. Drews and Mrs. William S. North is Chairman of the 1963 Fashion Show.

St. Luke's Show

(Continued from page 13)

home in Maine for the show.

Mrs. William S. North is the Fashion Show chairman and Mrs. George S. Chappell Jr. is president of the Woman's board. Other Lake Foresters active in planning the show include Mrs. Thomas D. Hodgkins, Mrs. Seymour Wheeler, Mrs. Charles F. Glore, Mrs. John Quincy Adams Jr., Mrs. Robert N. Upham, Mrs. James Campbell, Mrs. Calvin Trowbridge and Mrs. Wyndham Hasler.

Boxes for the September fashion show are now on sale. The ticket office at 919 North Michigan avenue, Chicago, will open Aug. 19 to sell tickets for both the 2:30 p.m. and 8:30 p.m. shows in Medinah temple. The public is invited to attend either performance. Further ticket information may be obtained by calling WH 4-6901.

#47666 1963-27

SOCIETY IN CHICAGO

Hostess Calls Tune for Benefit Party

BY PATRICIA MOORE

Mrs. Bowen Blair achieved something few hostesses can match in preparation for a party: she wrote a love ballad.

A strolling trio played "Why Don't You Tell Me?" as luncheon guests gathered Wednesday on the broad expanse of lawn behind the Blairs' Lake Forest house.

Joan Blair says she never tried song writing before but now that she has one ballad to her credit, she may try it again.

"The melody came easily, but I worked on the lyrics for a couple of weeks," the musically-inclined hostess explained. Mrs. Blair has played the piano since childhood and took up the accordian a few years ago.

Asked if she intends to try to publish the song, Mrs. Blair said she has been cautioned that song publishers seldom are interested in music commissioned by the publisher.

"It (the song) may be just for my own enjoyment," Mrs. Blair told a luncheon guest.

* * *

HER GUESTS were committee members and some of the new models for the Presbyterian-St. Luke's fashion show. Almost 60 persons sat down to a color-co-ordinated luncheon close to the large swimming pool and poolhouse at the end of the lawn.

Yellow and white daisies decked tables with yellow cloths, and yellow matchbooks were scattered about. The hostess wore yellow and the meal was topped off with lemon tarts.

Figure-conscious, Mrs. Ike Sewell and Mrs. George Rich III passed up the dessert. Both will appear in the two performances of the fashion show Sept. 26 at Medinah Temple, Mrs. Rich for the first time.

* * *

LOURDES Rich is just home from Europe where she and her husband spend most of their time in Spain. She also visited Paris but reported Wednesday that the only clothes buying she did was at Balenciaga in Madrid.

Mrs. Rich reported that "binkinis are all you see on the beaches in Spain."

"Daughters Are For Dreaming" will be the theme of the fashion show but Mrs. William S. North says that the committee will not reveal what that means before the show. "It is the sort of theme that should be a surprise," she said.

* * *

WE REPORTED yesterday that Mrs. Charles H. Percy is the newest "society celebrity" and sure enough, there was talk of the Percys at the luncheon.

Mrs. Paul W. Oliver was raving about the newest addition to the Percy's Keniworth house, an enclosed swimming pool in a room with walls that slide back.

The poolhouse was the latest addition to the landscape, the Percys having already added tennis courts and a tennis house and a guest house. Their friends refer to the expanded property as "Percyville."

CHATTER . . .

The announcement of the impending marriage of Frederick M. Alger Jr. of Grosse Pointe, Mich., and Mrs. Kay Sutton Topping is of special interest here. Alger's late wife, Suzette, was a sister of Mrs. Edward Byron Smith, and he has been a frequent visitor to Lake Forest over the years.

Mrs. Topping, who maintains homes in Washington, D.C., and Palm Beach, is a former wife of sportsman Dan Topping. She and Alger met about 10 years ago in Palm Beach, and she was a friend of Alger and his wife, who died earlier this year. Mrs. Grosse Pointe for a number Topping is now visiting in of parties being given in her honor. She said by phone Wednesday that she and Alger "will slip away and be married quietly" in early September.

It will be the fourth marriage for the Washington hostess and former actress. She was previously married to a Hollywood cameraman, a Hawaiian sugar planter and Topping. She has three children: a married daughter in Hawaii, a daughter who attends the University of Arizona and 15-year-old Rhea Topping, who attends Foxcroft in Virginia. Alger has a married son and daughter and another son who is a student at Harvard.

* * *

THE CHARLES Haffners, who are vacationing at Huron Mount. Mich., haven't yet met their newest grandchild, who is also Haffner's namesake. Charles Haffner Kellogg was born several weeks ago to the John Mitchell Kelloggs who now live in Topeka, Kan. He is their second child.

* * *

MR. AND MRS. C. Laury Botthof of Winnetka are in New York City visiting her son Richard Stroud Loveland's fiance Susan Halleran and her parents, Mrs. C. Rathbone Halleran and Thomas A. Halleran.

The young couple's engagement has just been announced. They are planning a Sept. 28 wedding in New York.

Susan was graduated from the Masters School at Dobbs Ferry and is a student at Northwestern University. Richard, who also is the son of Richard W. Loveland of Newport Beach, Calif., was graduated from Northwestern and is attending the U.S. Naval Officer Candidate School in Newport, R.I.

* * *

AN EXECUTIVE symbol has been added to Mrs. William S. North's household during her tenure as chairman of the Presbyterian-St. Luke's fashion show. She has installed a second telephone because of the volume of calls she makes in preparation for the Sept. 26 show.

Mrs. Richard Needham (left) and Mrs. George M. Keller Jr., attending Wednesday's luncheon for the Presbyterian-St. Luke's fashion show models, have been told they are look-alikes. The two women, who do resemble one another, wore their hair in similar styles with bows at the back.

CHICAGO DAILY NEWS *For and about* WOMEN

SEC. THREE THURSDAY, AUGUST 8, 1963 PAGE 35

LEFT

Mrs. Daniel Douaire (left) and Mrs. Rostislav Romanoff Jr., who will both be models in the Presbyterian-St. Luke's fashion show for the first time this year, find a comfortable seat on the diving board at the Bowen Blairs' pool. The luncheon was held outdoor at the Blairs' Lake Forest home t welcome new models.

#47666 1963-28

Mr. and Mrs. Bowen Blair

and

The Woman's Board

of

Presbyterian-St. Luke's Hospital

request the pleasure of your company

at a luncheon

on Wednesday, the seventh of August

at twelve o'clock

3 South Green Bay Road

Lake Forest

Please reply
MIchigan 2-6688

Hostess Mrs. Bowen Blair cools off by splashing her toes in the pool at the luncheon she hosted for the Presbyterian-St. Luke's Hospital fashion show. Mrs. Blair is serving on the production committee for the benefit show which will have two performances—one in the afternoon and one in the evening—Sept. 27 at Medinah Temple.

8-8-63

SOCIAL CHICAGO

Choice Chore: Modeling In The Big Show

By Jane Gregory

An invitation to model in the Presbyterian-St.Luke's Fashion Show is, for most young women, a thrill second only to being acclaimed a reigning belle of her debut season. This year 15 attractive Chicagoans have received this highly coveted honor. The names of the new mannequins, who'll make their bow in the annual benefit extravaganza on Sept. 27, were announced Wednesday at a luncheon at the home of Mr. and Mrs. Bowen Blair in Lake Forest.

All but two of the bumper crop of newcomers are married. Emily Brown, the Gardner Browns' daughter is one. The second is Barbara Elson, daughter of Mr. and Mrs. Robert Elson. The young matrons in the group are the mesdames J. Melfort Campbell, Daniel Douaire, Charles A. Foster, Philip Hummer, Ralph Mills Jr., Robert McLallen, George Poole Jr., George Rich III, Rostislav Romanoff Jr., David K. Sims, R. Douglas Stuart III, William Sutter and Michael Van Beuren.

THURSDAY EVENTS

Winnetka Board of Northwestern University Settlement, luncheon, 12:30 p.m., home of Mrs. C. Gordon Brightman Jr., Winnetka.

Kay's Animal Shelter, luncheon, noon, home of Mrs. Walter Krafft, near Honey Bear Farm, Genoa City, Wis.

Chicago Junior Auxiliary of Illinois Children's Home and Aid Society, preview party, home of Mr. and Mrs. Robert Fitzgerald.

THE PRESTIGE attached to modeling in the show is as old as the 37-year-old benefit itself. The event is and always has been a display case for women who have exceptional good looks and poise in addition to an enviable position in the social world. Needless to say, the committee works at keeping the show's celebrated reputation. Scouting the field for possible candidates is a year-round preoccupation with show stemwinders. Wherever they go, they are on the lookout for potential models. When a pretty new face comes on the scene, the committee rarely rests until it finds out who and what she is.

Most of the initiates, however, do not come as strangers to the show or the hospital it benefits. Many have close ties to Presbyterian-St. Luke's Hospital that span several generations. This year, for instance, there's Mrs. Michael Van Beuren, who'll portray the bride in the show's traditional wedding sequence. The former Leslie Borland, herself a bride of a few weeks, is the daughter of William Borland, who has served the hospital as a trustee for 13 years. His father before him, the late Chauncey Borland, went on the board in 1906. Leslie's grandmother, the senior Mrs. Borland, has been on the woman's board continuously since that same year

MRS. ROBERT W. McLALLEN is another pretty young thing who comes by her modeling assignment naturally. Mrs. Walter B. Wolf, her husband's grandmother, and Mrs. Frank Hibbard are the women who are credited with conceiving and starting the benefit almost 40 years ago. Their idea of staging a fashion show to raise money for the old St. Luke's Hospital was considered revolutionary at the time.

Wednesday's luncheon around the Blair swimming pool also served to launch an advance hint as to the theme of this year's production. Mrs. William S. North and her corps of committee lieutenants have christened the effort, "Daughters Are for Dreaming."

One hundred models will take part in the project. For the first time in many years, they'll have two separate appearances on the runway. The show comes in two parts this year, first at a matinee performance and again in the evening. Medinah Temple again will be the setting.

#47666 1963-29

Fashion Show Party

Hostess Surprised by Her Own Songs

BY ELEANOR PAGE

(Pictures on next page)

SOME OF THAT sweet music enjoyed by guests in the attractive garden of the Bowen Blairs' Lake Forest home at noon yesterday was written by Mrs. Blair—but no one counld prevail upon her to sing the lyrics!

"Bill Otto made the musical arrangement for me," said Mrs. Blair, "but I was completely surprised when the men started playing it today." She plays the piano and accordion, and tho she has had no formal training in composing she has written songs for years for her own pleasure—and that of her husband and friends. "My husband likes this song," she told a guest, "and for me that's the acid test."

The catchy melody has a catchy title—"Why Don't You Tell Me?" Mrs. Blair has written songs and lyrics for amateur theatricals but never has tried to sell a song to Broadway. "I hear the competition is ferocious," she said with her bright smile, "and I'm sure any contribution I might send would be lost!"

Mrs. Bowen Blair
[TRIBUNE Staff Photo]

Evening Performance, Too

Mrs. Blair was entertaining the fashion show committee of the Presbyterian-St. Luke's show to be held the afternoon and evening of Sept. 27 in Medinah temple. Theme of this year's show is "Daughters Are for Dreaming," which, to more than one guest, sounded like a fine title for another song by Mrs. Blair.

Seven of the 15 young women who will be modeling in their first show were at the luncheon: Mrs. J. Melfort Campbell, Mrs. Daniel L. Douaire, Miss Barbara Elson, Mrs. Robert McLallen, Mrs. George Rich III, Mrs. Rostislav Romanoff, and Mrs. William Sutter. The others are Mrs. Charles A. Foster, Miss Emily Brown, Mrs. Philip Hummer, Mrs. Ralph J. Mills Jr., Mrs. George A. Poole Jr., Mrs. David K. Sims, Mrs. R. Douglas Stuart III, and Mrs. Michael Van Beuren.

There will be a night time performance for the first time in more than 20 years, and a number of favorite models of past shows have been persuaded to return to the runway. "That's because so many men have heard for years about these women and want to see them," explained Mrs. Richard H. Needham.

Among these models who enjoyed the bright sunshine and greeted the "new" mannequins were Mrs. T. Clifford Rodman, Mrs. Ike Sewell, Mrs. John A. McGuire, Mrs. Gardiner B. Van Ness Jr., Mrs. George M. Keller Jr., Mrs. Silas Cathcart, and Mrs. Hunt Hamill.

Boxes for the two performances are on sale now, and the box office, room 331, 919 N. Michigan av., will open Aug. 19.

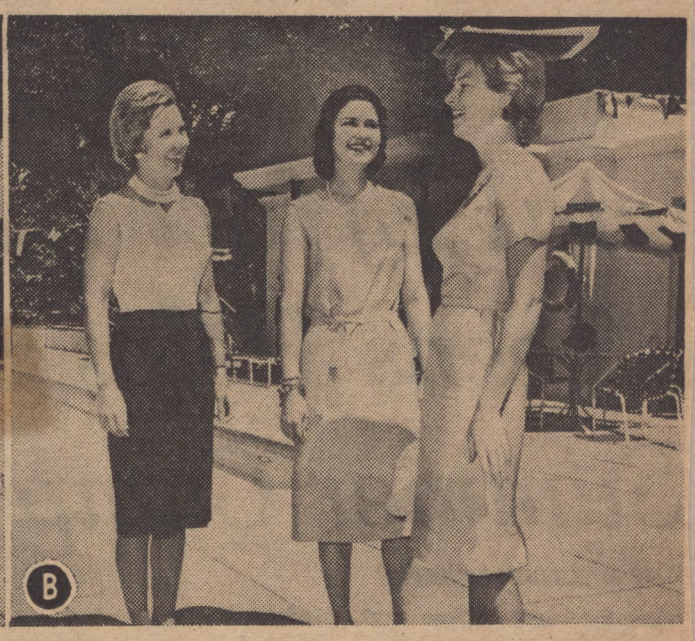
ON Wednesday, August 7th at noon, Mr. and Mrs. Bowen Blair of Lake Forest and the Fashion Show Committee of the Presbyterian-St. Luke's Woman's Board entertained at luncheon in honor of new fashion show models. This year there are also several women returning to the show after an absence of a few years. They, too, were honored guests. Among the women who will return to the runway for two shows on September 27th are: Mrs. Vernon Armour, Mrs. Faurot Bennett, Mrs. Silas Cathcart, Mrs. William B. Cutler, Mrs. A. Bradley Eben, Mrs. Hunt Hamill, Mrs. George Keller, Mrs. William B. McIlvaine, Jr., Mrs. John A. McGuire, Mrs. James F. Ott, Mrs. T. Clifford Rodman, Mrs. Ike Sewell, Mrs. Gardiner B. Van Ness, Jr., Mrs. Thatcher Waller and Miss Elizabeth Wirtz. Mrs. Ralph Ellis will return from Grand Rapids, Michigan and Mrs. Edward Cochrane will come up from Palm Beach. Decorations for the party around the Blair pool featured a large Pepsi Cola Bottle and life preservers from ships of the Cunard Line in honor of the two sponsors of the show. Boxes are on sale now and the ticket office in the Palmolive Building will open August 19th. The show is open to the public and will be presented at 2:30 P.M. and again at 8:30 P.M. September 27th in Medinah Temple.

August - Townsfolk

3

CHICAGO TRIBUNE, THURSDAY, AUGUST 8, 1963

Mrs. George Rich III (left) and Miss Barbara Elson at luncheon held at Mrs. Bowen Blair's home to fete new models in fashion show (B photos). *(Story on page 1 of this section).*



Mrs. Daniel L. Douaire (right) giggles as she demonstrates modeling posture to Mrs. William Sutter (left) and Mrs. Rostislav Romanoff at Presbyterian-St. Luke's luncheon.

Mrs. Ike Sewell, Mrs. Silas Cathcart and Mrs. Gardiner B. Van Ness, Jr., left to right, are among the new fashion show models who will be returning to the runway at the Presbyterian-St. Luke's Hospital Fashion Show, to be held the afternoon and evening of September 27th in Medinah Temple.

Harold Guthman Photo

#47166 1963-30

The Social World...

At 45, She's Still St. Luke's Star Model

By Lois Baur

FIFTEEN of the 100 amateur mannequins who have been chosen to model in the matinee and evening performances of the Presbyterian-St. Luke's fashion show Sept. 27 gathered for luncheon Wednesday in the gardens of the Bowen Blairs' Lake Forest home.

The over-all impression: bright eyes, no eyeshadow, bandbox lacquered hairdos, pale lipstick, skinny waistlines, fashion ad costumes, trim ankles, and the average silhouette size: 12.

Who was the star of this beauty show? A stunningly handsome 45-year-old mother of six who isn't at all coy about admitting she's 45 and had modeled in 30 of St. Luke's past 36 fashion classics.

"I started when I was 16," admitted Mrs. John McGuire, a racehorse-skinny size 10, as she dunked three lumps of sugar and cream in her coffee. Dessert, which she and only eight out of the 15 models consumed, was a gooey lemon maringue tart.

How does she keep so skinny with this Lane Bryant-sized appetite?

"It's not hard these days, but it was when I was in college and weighed 145 pounds!" admitted Carlotta McGuire. "My mother bought me a slinky, satin gown for my debut. I tell you I was bulging!"

"You mean," corrected her luncheon partner, Mrs. Robert Elson, "you were blooming!"

The Carlotta Lagorio of the debut year of 1935 was such a smash she won the nickname "Angelpuss."

The Carlotta of August, 1963, was such a smash that, as one women sotto voce'd when she came late to the luncheon, "There's Carlotta McGuire in a blouse and skirt. She doesn't have to dress up. She's so beautiful no one looks at what she wears!"

At the Elson-McGuire table sat, also, Mrs. Morrison Waud, wife of the ex-mayor of Lake Forest, and an avid baseball fan. She and her husband have been invited to meet baesball's Bob Elson at a dinner the George Chappells will give Aug. 17, the one night Bob has no night baseball games to announce.

"Bob flew home Sunday from California for a Budweiser dinner," commented his wife, "picked up Bob Jr. [aged 5] and took him to the night games in Kansas City."

"That reminds me," added Mrs. Waud, "my brother, Harold [Harold Byron Smith] makes those plastic carriers for Budweiser."

Cool, refreshing beverages reminded Mrs. William North, show chairman of Pepsi Cola, one of the sponsors of the show.

NO ONE Wednesday readily could forget Pepsi because, staring us in the face, at the side of the Blairs' pristine new and unused swimming pool, resided a 7-foot high Pepsi bottle.

Among those at yesterday's party who will be making their debut in the show next month were tall and brunette Mrs. Rostislav Romanoff Jr. whose mother-in-law, Mrs. Lester Armour, also was present. Mrs. Armour is on the show committee.

Others in the new model ranks: Mrs. George Rich III, Mrs. Daniel Douaire, Mrs. J. Melfort Campbell, Mrs. Robert McLallen, and Mrs. William Sutter, all pretty, all size 10. Most of these women, like Mrs. Sutter, can still wear the clothes they wore in college and that, as Mrs. Sutter of Winnetka put it, "was ages ago!"

In addition to these new faces, Wednesday's luncheon corps also included women who formerly modeled in St. Luke's and will again this year. Grande dame of these surely was cool, white-haired Mrs. T. Clifford Rodman.

Add to St. Luke's veterans Mrs. Charles F. Glore who called herself the "oldest living board member" and recently was given an award for her many years of service to St. Luke's.

Another runway returnee, Mrs. Ike Sewell, also was present for Wednesday's party. She's a great favorite with St. Luke's audiences because she models with such casual pizazz.

Sidelight of Wednesday's outing was the musical trio, strolling around the swimming pool playing a hummable love song titled "Why Don't You Tell Me?" which our luncheon hostess, Joan Blair, composed and copywrighted.

• "DEBUTING" the diving board of the Bowen Blairs' new swimming pool Wednesday was this handsome quartet of pretty size 10 St. Luke's models: (Left to right) Mrs. George Rich III, Mrs. Daniel Douaire, Mrs. William Sutter, and Mrs. Rostislav Romanoff.

[CHICAGO'S AMERICAN Photos by Al Phillips]

• MRS. JOHN McGUIRE, the most "veteran" of all St. Luke's models, arrived late for Wednesday's party in the Bowen Blair home. Her first St. Luke's runway stint was at age 16.

Trend of this hectic summer fling was epitomized by the motto on Florence Sewell's clever Mexican handbag:

"The hurrier I am
The behinder I get!"

ADD CHIC: Two of the best dressed women at Wednesday's St. Luke's outing admitted their clothes all are handmade—a statement which should please Mrs. Robert McCreery, a fashion coördinator from J. P. Stevens famous fabric house in New York City. Wednesday at a luncheon in the Sheraton - Blackstone, Mrs. McCreery [in high fashion gold Forstmann wool] talked about the "peculiar American figure" which is why, she said, "American women often have their clothes made."

We picked up a status note from her, one perhaps of interest only to politicians:

"Our most expensive fabric is vicuna at $157.50 a yard.

Mrs. McCreery added that J. P. Stevens doesn't promote vicuna because of the vicuna overcoat scandal during former President Eisenhower's days in Washington.

P. S.: We hope that staunch Lake Forest Republican matron read this item about vicuna. She wears her vicuna to operas and super marts. It's threadbare — time she gets a new one.

#47666 1963-31

North Shore Life 8-8-63

LEFT — Mrs. Bowen Blair, left, and Mrs. Richard H. Needham toast to the Pepsi-Cola Bottlers, one of the sponsors of the Presbyterian-St. Luke's Fashion Show to be presented at 2:30 and 8:30 p.m. Sept. 27 in Medinah Temple, Chicago. The occasion was a luncheon given yesterday by the woman's board of Presbyterian-St. Luke's Hospital and Mr. and Mrs. Bowen Blair at their Lake Forest home.

RIGHT — The Cunard Steamship Co. Ltd., the other sponsor of the benefit fashion show, receives a salute at the Blairs' pool from Mrs. John Quincy Adams Jr., Mrs. Thomas Hodgkins and Mrs. George S. Chappell Jr., president of the hospital's woman's board, left to right. Names of new models were announced at yesterday's gathering.

BELOW — Listening to strolling musicians at the poolside luncheon are from left, Mrs. Lester Armour, mannequins co-chairman for the show; Mrs. Silas Cathcart, who will appear on the runway; and Mrs. William S. North, fashion show chairman. Luncheon guests heard the orchestra, pictured in the background, play a song, "Why Don't You Tell Me?" The music and lyrics were written last spring by Mrs. Blair, who plays the piano and accordion.

#47610
1963-32

8-9-63

The Social World...

'Gal Poll' on Society's Chic Chicagoans

By. Lois Baur

THE VOICE on the other end of the line was high-pitched. "We've GOT to find NEW blood. You've GOT to help us. For 35 years Mrs. Howard Linn, Mrs. P. D. Block, and Mrs. Gardner Stern have been chosen Chicago's best dressed. Everyone's TIRED of them—we're looking for NEW faces.

"Will you please come to a luncheon and bring with you your nomination for five chic Chicagoans—women in their 20s and 30s, preferably?"

"Surely there are SOME women in this town besides Mrs. Linn, Mrs. Block, and Mrs. Stern who are best dressed. Who are they? Help us find them."

Ever the little helpmeet, Social World rallied to this S O S. At parties in Lake Forest, Winnetka, and State parkway, we split our attentions three ways: [1] creamed chicken [2] benefit plans, and [3] who looked good in what.

We thought immediately of Mrs. Robert Wood Tullis who looks good even in maternity clothes... of Mrs. Michael O'Riley, the cool cucumber type... of Mrs. Richard Wehman, always right there with the latest... of ex-model Mrs. Michael Butler who rated a full page of fashion shots in Woman's Wear Daily... and of Mrs. James Ott who's just plain gorgeous.

In Lake Forest the other day at Mrs. Bowen Blair's luncheon for Presbyterian-St. Luke's models we looked over the fashion field, conducted a "Gal Poll," and came up with winning votes for the following trio:

Blonde Mrs. John Quincy Adams Jr., looking like Vogue goes to the country in a mauve, pink, and blue print which she dared to accent with green pumps; our hostess, Joan Blair, wearing cymbidium orchids at the waist of her daffodil linen sheath; and post debutante Barbara Elson, slim elegant like her mother [Mrs. Robert Elson] in palest pink.

The woman to envy here is Anne Adams who admits she has her own private dressmaker in Lake Forest. Dressmaker's name? She's not telling.

This digresses from our gal poll, but as a social note from all over, haven't you observed that the women born into healthy green bank accounts are the ones who are the avid bargain hunters . . . and the women who marry into healthy bank accounts are the ones who never look at the price tag?

Along these lines, we pass on a comment from Mrs. George Rich III, member of a wealthy old Cuban family and a recent returnee from Europe who said she bought her clothes from Balenciaga in Spain. Why?

"Because a Balenciaga coat which in Paris would cost $700, you can pick up for $190 in Spain!"

AT COCKTAIL hour Wednesday the men voiced their views on best dressed women. They attended a party at the Robert D. Fitzgerald's State parkway apartment and patio.

The men — Bob Fitzgerald, Dave Dillin, Chester Davis Jr., Eric Theis, and Bill Grigsby. Their comments are anonymous.

Here are their choices and why:

Mrs. Emery T. Smith [she doesn't overstate but shows lots of originality]; Mrs. William G. McMillan [she wears a dress other women wouldn't dare put on but looks as tho she was born in it. She once wore a horizontally stripped pastel dress, painted her fingernails to match the stripes and had the confidence to get away with it.

Other choices from the men and the girls present at the party were: Mrs. Chester Davis — tall, goodlooking, somewhat theatrical; Mrs. Frank Connolley Jr., neat, bandbox freshness and so pretty; Mary Jane Gerrity, always inpeccable, simple taste; Phoebe Braddock, wears the right thing at the right time and knows what her

[CHICAGO'S AMERICAN photo by Al Phillips]

• NO, NO, NO! to the little black uniform and pearls, say this best-dressed trio (left to right) Mrs. John Quincy Adams Jr., Barbara Elon, and Mrs. Bowen Blair photographed at a Presbyterian-St. Luke's luncheon in the Blairs' Lake Forest home.

CHICAGO TRIBUNE, TUESDAY, AUGUST 20, 1963

THEY WERE THERE

Mrs. William S. North (left), Mrs. Cecil C. Draa (seated) and Mrs. William F. Drews have tickets for Presbyterian-St. Luke's Fashion show Sept. 27 (A photo).

Here and There

Older than the tradition of the 37th annual Presbyterian-St. Luke's fashion show, is the ticket rack from the Great Northern theater that holds the ducats for this year's show, Sept. 27. Tickets are on sale in room 331 of the Palmolive building, 919 N. Michigan av.

...settlement house at 712 S. Loomis st.

She was surrounded by Bob Sanford, Joan Rita Fox, Frank M. and John T. Callahan, and Mrs. Richard Wehman who tried to usher her to a seat. No thanks. Miss Marie stood up and chatted with everyone fully recuperated from a recent illness. She wore "my bachelor button" flower in her lapel, snappy green bonnet, and diamond stickpin in her lapel.

At this summer splash, plaudits went to Jane and John O'Rourke. Since the house of their friends, the Jim Moriartys, was struck by lightening recently, the O'Rourkes have 12 children in their Beverly Hills home—their own brood of six and six small Moriartys. The Moriarty house needs extensive repairs since the mishap.

BIG DATE CHANGE: Chicago Vassar club admits completion for its Sept. 27 party. That is also the date of the Presbyterian-St. Luke's fashion who. Therefore, the Vassar girls are having their "just-for-fun" party on Oct. 3 — an evening at Happy Medium. Party plans will be firmed at a luncheon in the cabaret on Tuesday.

BRIDAL BEAT: The wedding of Susan Carol Monek of Lake Forest and James S. Lindeman of St. Louis, on Aug. 31 can't help but be a family affair. Susan is the eldest of Mr. and Mrs. Francis H. Monek's 10 children. The wedding will be held in St. Mary's church, Lake Forest, with a reception in the garden of Susan's parents' home. James is the son of Dr. and Mrs. Carl Lindeman of St. Louis.

Susan's sister, Margaret, will be her maid of honor. Flower girls include her sisters Barbara, 11, Carol, 8, and Catherine, 5, the other flower girl is Mary Lindeman, 8, sister of the prospective bridegroom.

Chicago's AMERICAN
Always On Top Of The News

TODAY'S LIVING

Fashions — Health — Society

MONDAY, AUGUST 19, 1963

SECTION 2

9

#47666 1963-33

LEFT: A luncheon to announce plans for the Presbyterian-St. Luke's fashion show provided the opportunity for a get-together for (left to right) Mrs. William S. North, Mrs. Bowen Blair, and her mother, Mrs. Halpine Smith of Palm Beach, Fla., and Mrs. Thomas D. Hodgkins. Mrs. North is chairman for the show, to be given Sept. 27 in the Medinah temple. AT RIGHT: A large Pepsi-Cola bottle, serving as a tribute to one of the show sponsors, is the center of interest for Mrs. George S. Chappell Jr., president of the hospital Woman's board; Mrs. John Q. Adams Jr., Mrs. Seymour Wheeler and Mrs. J. Bernard Mullen Jr., all members of the board. Sponsoring the show with Pepsi Cola General Bottlers is Cunard Lines Ltd. Lake Forester 8-22-63

CENTER: The swimming pool at the Bowen Blair home provided a pretty setting for conversations during party honoring new models in St. Luke's show. At one of the tables are Mrs. Charles F. Glore, Mrs. Wyndham Hasler, Mrs. Calvin D. Trowbridge and Mrs. Morrison Waud, all members of the show committee.

BELOW: Two members of the fashion show committee, Mrs. James Campbell (left) and Mrs. Charles Potter, chat with two of the models, Mrs. T. Clifford Rodman and Mrs. Silas Cathcart (right), during luncheon at Blair home.

#47Mele 1963-34

Social Circles

Winnetka Talk 8-22-63

BY JEAN TEN BROECK

WILL MODEL IN 1963 SHOW—Mrs. William Sutter (left) and Mrs. Hunt Hamill, both of Winnetka, will be on the runway Sept. 27 at the Presbyterian-St. Luke's Fashion Show. Mrs. Sutter is modeling for the first time, and Mrs. Hamill is returning to the show after several years' absence.

BEHIND THE SCENES—Looking too attractive to be backstage are the fashion committee members for "Daughters Are for Dreaming." Mrs. Herbert DeYoung, Kenilworth, and Mrs. Paul W. Oliver, Mrs. Jeffrey Short Jr., and Mrs. Samuel Bodman, all of Winnetka, will not be visible at show time, but their efforts result in the success of the benefit. (Guthman photos)

Curtain Goes Up Sept. 27 on 'Daughters Are for Dreaming'

A beautiful summer afternoon in August brought members of the Presbyterian-St. Luke's fashion committee to the Bowen Blair residence in Lake Forest to introduce the new models for the 1963 fashion show benefit.

The 37th annual show will have two performances this year at the Medinah Temple on Sept. 27. Curtains will go up at 2:30 o'clock for the afternoon performance and 8:30 o'clock for the evening show.

"Daughters Are for Dreaming," is the title of this year's extravaganza, and the theme is very hush hush according to committee members, so ticket holders will be pleasantly surprised.

Tickets are available now at 919 North Michigan avenue, Chicago.

MRS DANIEL DOUAIRE, the former Margaret Hanna of Hinsdale, is one of 15 new models who will take part in the Presbyterian-St. Luke's fashion show Friday, Sept. 27. Produced by Archie Lang, the show will feature clothes from leading Chicago stores at matinee and evening performances.

Hinsdale Doings 8-22-63

WOMEN'S WEAR DAILY, WEDNESDAY, SEPTEMBER 11, 1963

Fashion: Rebellion Within Limits, Says Chicago Store

By GENEVIEVE BUCK

CHICAGO. — Mediocrity is a word foreign to every facet of N. H. Rosenthal Furs.

They enjoy having firsts . . . designing and producing their own fashions . . . offering individuality . . . stocking quality furs in depth and variety . . . giving the ultimate in personalized service—factors that have made them one of the best known fashion fur salons in the country.

The salon has had a fashion image for years—the job of maintaining it has been up to Shirley Cooper, president and daughter of the firm's founder, and Aaron Cohen, partner and vice-president.

Mrs. Cooper says, "Maintaining a fashion image isn't difficult, if you're progressive"—points to various factors that she and Mr. Cohen believe make Rosenthal a fashion salon:

• Quality — "Aaron's knowledge of skins and workmanship is limitless. There's precision and artistry in his work from selecting skins to putting the finishing touches on a garment."

• Individuality—"You can't accept what a manufacturer offers you—and everybody else. You have to separate yourself from others through fashion and quality . . . we try to have the different — but salable."

• Service—"Encourage customer loyalty; give them more than what they expect," they say.

• Depth of stock—Mrs. Cooper and Mr. Cohen maintain that doing a fashion business is impossible without an enormous inventory. For example, a customer who wanted to look at a ranch mink coat could select from 25 to 30 variations, each different in some way. Unusual furs—from tiger and lion, jaguar and leopard on through rabbit or raccoon, or more off-beat, are in stock—not only on hand for fashion shows.

• Prestige signature — Rosenthal's little white pearl sewn on each label helps that aura of distinction . . . as does its band of velvet or other harmonizing fabric bordering the lining of each coat or jacket.

Both Mrs. Cooper and Mr. Cohen stress individuality and quality as **THE** important factors . . . feel that being different makes Rosenthal the firm that it is.

"We don't defy convention to the point that we'll wind up with lemons . . . but . . . we've been doing the layering that's prevalent in the rtw market for years . . . we've been selling casual fun furs—before they became known as sportive . . . " Last year, Aaron designed a white broadtail sleeveless overblouse for Shirley's own use—before such an item was on the market.

"We learn from our customers—are receptive to their ideas. We began lining broadtail with nutria long ago, when customers remarked about broadtail's lack of warmth . . . we designed and sold gilets and ascots of fur to fill in some of the stand-away necklines.

"AARON WORKS with toiles from Europe, with patterns from the market, adding a detail, perhaps from a cloth item . . . we combine patterns . . . attend the early couture openings, because we know our furs are going to be worn over those clothes . . . and to perhaps recognize a detail that would work up in fur . . . we're not adverse to trying furs that are forgotten, if they're pretty and flattering."

Long-timers are not unusual with the firm, where the majority of workroom through sales personnel have grown up in the fur business. A third generation member of the family team is Shirley's son, Skip Welfeld.

The firm does little newspaper advertising, depends upon reputation, word of mouth, and some direct mail . . . what promotion there is, is personalized and prestige. There is no emphasis on price, rarely even a mention of it.

Showings of the new collection are held each fall at an afternoon and cocktail presentation, plus a separate press showing. All invitations are handwritten, to increase the personalized feeling. The firm participates in a limited number of prestige fashion shows, such as that of the Chicago Fashion Group, and the traditionally spectacular Presbyterian-St. Luke's fall show.

#47666 1963-35

The Woman's Board

of

Presbyterian-St. Luke's Hospital

invites you to

The Thirty-seventh Annual Fashion Show

to be given at

Medinah Temple

on

Friday September 27th

at two-thirty o'clock

and

at eight-thirty o'clock

Presbyterian-St. Luke's Hospital

Fashion Show Committee

Boxes, seating six - $120.00 Single seats - $20.00

Please indicate ☐ afternoon ☐ evening

I enclose my check. Please mail tickets to.

Name _____

Address _____ Telephone ____

City _____

I am unable to attend, but enclosed is my donation.

of $ _____ to the work of the Hospital.

Please make checks payable to: Presbyterian-St. Lukes Fashion Show

Price of tickets is entirely deductible for tax purposes

#47666 1963-36

1963 Presbyterian-St. Luke's Fashion Show

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TEA PARTY AND MEETING

AT THE APARTMENT OF MRS. GARDNER H. STERN

1440 Lake Shore Drive

Four o'clock, Friday, June 7th

PLEASE REPLY

MI 2-6688

Boxes, seating six - $120.00 Single seats - $20.00
Please indicate ☐ *afternoon* ☐ *evening*
I enclose my check. Please mail tickets to.
Name _____
Address _____ *Telephone* ____
City _____

I am unable to attend, but enclosed is my donation.
of $ _____ *to the work of the Hospital.*
Please make checks payable to: Presbyterian-St. Luke's Fashion Show
Price of tickets is entirely deductible for tax purposes

#47166 1963-36

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Talk
Winetka, Ill.
Weekly Circ. 4,734

JUN 27 1963

FORECAST FASHION SHOW—Mrs. Burton W. Hales (left) and Mrs. Jeffrey R. Short Jr., Winnetka members of the Woman's Board of Presbyterian-St. Luke's Hospital, are enjoying the June tea party in Mrs. Gardner Stern's Lake Shore drive apartment. (Guthman photo)

Woman's Board Tea Foretells Pre-Show Plans for Sept. 27

Plans for the Sept. 27 Presbyterian-St. Luke's Fashion Show are complete even to the party arrangements before the show.

News was revealed at a June gathering of the woman's board in the town apartment of Mrs. Gardner Stern. Members were forecasting in symbolic gowns the type of pre-show arrangements they were planning on Sept. 27.

Plan Two Performances

This year much festivity is on the agenda since there will be two performances, one at 2:30 in the afternoon and a repeat performance at 8:30 o'clock.

Gowns at the tea ranged from those representing formal dinners to smocks indicating the members would be working backstage and eating dinner in the basement of the Medinah Temple.

Winnetkans Are on Board

Board members from Winnetka include Mrs. Robert Carton, Mrs. Oglesby Paul, Mrs. Samuel Bodman, Mrs. Paul Oliver, Mrs. Jeffrey Short Jr., and Mrs. Herbert C. De Young, Kenilworth.

Announcements have been mailed for the traditional fall event and tickets will be available Aug. 19 at the woman's board office.

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Talk
Winetka, Ill.
Weekly Circ. 4,734

AUG 1 1963

Fashion Show Luncheon

Mr. and Mrs. Bowen Blair and the Woman's Board of Presbyterian-St. Luke's Hospital have sent out invitations to a luncheon Wednesday noon at the Blair home in Lake Forest.

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Tribune
Chicago, Ill.
Morning Circ. 907,570

JUL 3 1963

Thru the Looking Glass

Famed N. Y. Hairdresser Will Be Here

BY ELEANOR NANGLE

FROM the notebook: Coup for the planners of the upcoming [September 27] Presbyterian-St. Luke's fashion shows: The Antoine Salon of Saks Fifth Avenue will do the coiffure and the make-up, with George Masters, probably the most talked-about hairdresser on the scene today, presiding. When Masters was brought from Beverly Hills to the New York salon, his famous California clients protested so loudly it made the newspapers. When he went east he immediately became this season's rage. Smart women are swarming to him. To give you an idea of how posh he is: His fee in the New York salon for a comb-out [between sets] is $10!

• • •

7-7-63

The full formality of evening wear will be one way to dress for the night performance of this year's Presbyterian-St. Luke's Fashion Show on Sept. 27. Mrs. Charles Dering (left) and Mrs. A. Loring Rowe illustrate the point at a tea in the Gardner Sterns' Lake Shore Dr. apartment. (Sun-Times Photo by Bob Kotalik)

PLANNING AHEAD

Casual summer luncheons like this lead up to big events. Mrs. Gardiner B. Van Ness Jr. and Mrs. Silas Cathcart (standing) have their heads together over the Presbyterian-St. Luke's Fashion Show, Sept. 27. (Sun-Times Photo)

8-21-63

#47666 1963-37

SOCIETY IN CHICAGO

8-7-63

Spotlight on Mrs. Percy

BY PATRICIA MOORE

Mrs. Charles H. Percy arrived home late Tuesday night after her first taste of campaigning downstate with her husband. While the Percys were away, hoping to turn smiles and handshakes into votes in the Republican gubenatorial primary, Mrs. Percy became the new "society celebrity" in Chicago.

She is among the three women accepted for new membership on the woman's board of Lyric Opera, news that was announced Wednesday when the board had luncheon at the Saddle and Cycle.

MRS. PERCY

MRS. TOWLE

At the very same hour, the fashion pillars of Presbyterian-St. Luke's woman's board were gathering around Mrs. Bowen Blair's pool in Lake Forest to greet the attractive young women who are the new models of this year's show. A few "old favorites" will be back on the fashion runway.

A press release mentioned just four out of the list of 100 models and notes that they "represent famous Chicago names." One of those named is Mrs. Percy.

The lovely, slim Loraine Percy has made a striking fashion model in previous charity shows, but her being singled out for special mention by the committee attests to her new prominence.

* * *

IN THE same rush of news came a phone call from the North Shore Art League announcing that they have invited Mrs. Percy to be a hostess at the Sept. 7-8 art show at Old Orchard.

She has not yet accepted their invitation, because she isn't certain whether she will be free from other duties that weekend. But the committee, seeking publicity for the art venture, hopefully mentions Mrs. Percy's name.

Obviously, Percy's early announcement that he will try for the GOP nomination for governor has pushed his wife into the limelight.

* * *

THE OTHER women added to the Lyric Opera women's board are Mrs. Thomas B. Burke, who attended the luncheon, and Mrs. Bruce Norris, who is at her summer home on Long Island.

The stay-at-homes on the board have been working on the Oct. 4 opera opening and already have sold all the boxes.

The box holders include Edward Benninghoven, the Leigh Blocks, the William H. Mitchells, Mrs. John L. Kellogg and the Edward Byron Smiths.

Mrs. Mitchell's sister, Mrs. Wood Addington, is chairman of the opening-night benefit performance of "Nabucco."

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

American
Chicago, Ill.
Evening Circ. 455,000

JUL 10 1963

PRES-ST. LUKE'S BEAT: Mrs. William North is calling a luncheon meeting of Presbyterian-St. Luke's fashion

[Continued from Page 15.]

show committee heads in her Lake Forest home Friday to check over plans for the Sept. 27 classic in Medinah temple.

On Aug. 7 Mrs. Bowen Blair will be hostess in her Lake Forest home for a luncheon honoring the women who will meet in the show.

One member of the show committee, Mrs. Marshall Sampsell, will be missing from the August gathering. She and Mr. Sampsell leave next week for a tour of the Scandinavian countries. During a stop in Copenhagen, they plan to visit U. S. Ambassador to Denmark William McCormick Blair and Mrs. Blair.

Another board member, Mrs. Chauncey Borland, also will be absent from the summer planning sessions. She and Mr. Borland are holidaying at "Edgefield," their summer home in Camden, Me.

CHATTER 8-22-63

There is a pampered wife in Arizona who is receiving a new fall wardrobe that bears the tidy price tag of $18,000.

Her husband stopped in Saks Fifth Avenue this week to buy $11,000 worth of dresses ranging from daytime wear to evening clothes and $7,000 worth of furs.

It's not as though the wife doesn't have a thing in her closet—her husband was in Saks last spring and picked up $6,000 worth of clothes at that time.

* * *

MRS. BRUCE Norris, a popular mannequin in the Presbyterian-St. Luke's fashion shows, probably will not appear in the show this year.

The Norrises are spending the summer at their home on Long Island and Pat Norris leaves Sept. 10 for a jaunt to Europe.

She doesn't expect to arrive back in Chicago until the day before the fashion show, Sept. 27, making it difficult to set up fittings and attend rehearsals.

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Sunday Tribune
Chicago, Ill.
Circ. 1,229,396

JUL 7 1963

TRIBUNE Photo by Edward B. McGill

Two guests at the cocktail party given by the Presbyterian-St. Luke's fashion show committee take a closer look at part of the decor used in party at the Casino. The ship is a model of the R. M. S. Mauretania and the women are Mrs. E. Eugene Beisel (left) and Mrs. Kenneth Schreiner. The fashion show will be held Sept. 25 in Medinah temple.

#47166 1963-38

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Talk
Winetka, Ill.
Weekly Circ. 4,734

JUN 27 1963

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Box 1359, Chicago 90, WEbster 9-5497

Talk
Winetka, Ill.
Weekly Circ. 4,734

AUG 1 1963

Fashion Show Luncheon

Mr. and Mrs. Bowen Blair and the Woman's Board of Presbyterian-St. Luke's Hospital have sent out invitations to a luncheon Wednesday noon at the Blair home in Lake Forest.

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Tribune
Chicago, Ill.
Morning Circ. 907,570

JUL 3 1963

Thru the Looking Glass

Famed N. Y. Hairdresser Will Be Here

BY ELEANOR NANGLE

FROM the notebook: Coup for the planners of the upcoming [September 27] Presbyterian-St. Luke's fashion shows: The Antoine Salon of Saks Fifth Avenue will do the coiffure and the make-up, with George Masters, probably the most talked-about hairdresser on the scene today, presiding. When Masters was brought from Beverly Hills to the New York salon, his famous California clients protested so loudly it made the newspapers. When he went east he immediately became this season's rage. Smart women are swarming to him. To give you an idea of how posh he is: His fee in the New York salon for a comb-out [between sets] is $10!

• • •

7-7-63

The full formality of evening wear will be one way to dress for the night performance of this year's Presbyterian-St. Luke's Fashion Show on Sept. 27. Mrs. Charles Dering (left) and Mrs. A. Loring Rowe illustrate the point at a tea in the Gardner Sterns' Lake Shore Dr. apartment. (Sun-Times Photo by Bob Kotalik)

PLANNING AHEAD

Casual summer luncheons like this lead up to big events. Mrs. Gardiner B. Van Ness Jr. and Mrs. Silas Cathcart (standing) have their heads together over the Presbyterian-St. Luke's Fashion Show, Sept. 27. (Sun-Times Photo)

B-21-63

#47666 1963-37

St. Luke's Fashion Show Keeps Planners Busy

•. ONE OF THE BIG fall spectaculars is the Presbyterian-St. Luke's fashion show on Sept. 27 in Medinah Temple. It's so big, the hospital's woman's board is scheduling two performances—one at 2:30 p. m., another at 8 p. m. Four thousand people will attend each of the showings. Society's top amateur models pivot in the classic. One of the new models is (below) Mrs. J. Melfort Campbell, framed below in a ring from an ocean liner. Sipping soft drink toasts to the show's success at a recent outing in Lake Forest are (right photo) Mrs. Bernard Mullen Jr., (left) Mrs. Ike Sewell, and Mrs. Seymour Wheeler. It's never too early to secure tickets for the popular show. Mrs. William S. North, show chairman, and Mrs. George S. Chappell Jr., prexy of the woman's board, urge the public to secure tickets now. Tickets may be purchased in the St. Luke's fashion show office, 919 N. Michigan av., room 331. For ticket information, call WHitehall 4-6901.

Chicago's AMERICAN
Always On Top Of The News
TODAY'S LIVING
Fashions · — Food — Society
SATURDAY, AUGUST 31, 1963

#47666 1963-39

Townsfolk
Chicago, Ill.
Monthly Circ. 1500
SEP 1963

THE FOIBLES of modeling for charity were demonstrated Thursday afternoon when Stanley Korshak Inc. gave a champagne party for some of the women who will model in the Sept. 27 Presbyterian-St. Luke's fashion show.

The amateur mannequins were invited to try on new Jean Louis' designs, so Mrs. John T. Mayo, who wears a size 12, found herself squeezing into a size 8 ball gown, and Mrs. Donald C. Hannah was sliding around in size 9 shoes. (Sue Hannah usually wears a size 6½ shoe.)

The shoes went with a red and white brocade cocktail ensemble.

Mrs. Alex Cochrane Jr. was spoofing the slick fashion magazine and their fanciful descriptions by calling her light brown Jean Louis frock "the chic color of pate de foie gras."

8-30-63

* * *

SOCIETY NOTES

THE Presbyterian-St. Luke's Fashion Show Committee happily announce that their good friends and long-time exhibitors — Saks Fifth Avenue — will this year provide the make-up and hair do's for mannequins. The cosmetics used will be by Estee Lauder, who will send on two special make-up artists from New York for the occasion. Representing both the skill of Saks Fifth Avenue personnel and the Presbyterian-St. Luke's models as a group, are Mrs. G. Scott Hodgkins and Mrs. James Forgan Ott. They will partake of the Harvey dressing room supper between appearances. Fred Harvey is also the friend in need to the husbands of the mannequins and the Committee members whose jobs prevent them leaving Medinah Temple btween the two performances. The Kungsholm management is assigning a large private dining room for a bachelor Dutch Treat dinner for these gentlemen, who will then go on to the performance. The excitement of the 1st curtain going up at 2:30 in the afternoon on September 27th will attract hundreds to the afternoon performance. Mrs. Fentress Ott is taking a box for the matinee and entertaining her friends at the Casino's traditional luncheon. Co-Chairmen of the Box Committee are, Mrs. Burton W. Hales and Mrs. T. Lloyd Kelly; Co-Chairmen of the Ticket Committee are. Mrs. Cecil C. Draa and Mrs. William F. Drews and Mrs. William S. North is Chairman of the 1963 Fashion Show.

Mrs. John Mayo, newcomer to the stage of the Presbyterian-St. Luke's Fashion Show, practices in a Jean Louis dress from Stanley Korshak for her appearance in the Medinah Temple Sept. 27. (Sun-Times Photo)

Sept 12, 1963

It's Out Of Season, But Right In Style

'Twas not the season, but Mrs. Alexander Cochrane Jr. was bundled up Thursday afternoon on Michigan Av. She was modeling a black and brown coat and dress ensemble trimmed with black mink and topped with a hat of the same fur, by designer Jean Louis, at a champagne party at Stanley Korshak Inc. Gingy Cochrane will be a model in the Presbyterian-St. Luke's fashion show Sept. 27 at Medinah Temple.

#47666 1963-40

SOCIAL CHICAGO

The Big Show Gets A Tryout By Committee

By Adeline Fitzgerald

Rushing the season a little, the hard-working members of the Presbyterian-St. Luke's Fashion Show committee gathered in Stanley Korshak's salon on Thursday afternoon to look at fashions and try them on.

Their big show, Sept. 27, is still a month away, but the 12 subcommittees have been meeting regularly; 90 per cent of the work is already done, Mrs. William S. North, the show chairman, estimates.

THURSDAY'S GET-TOGETHER was in the nature of a party — with champagne, with a short film of designer Jean Louis at work on Doris Day's wardrobe for her current movie "The Thrill of it All," and a chance to try on some of the things from the Jean Louis fall ready-to-wear collection.

Tall, willowy Mrs. De Witt Buchanan chose a breeze-blue chiffon and satin ball gown with stole, the satin bodice intricately merged with the chiffon skirt. "Did you ever try to make a dress?" a friend asked her as they examined the cut of it.

"I certainly did," said Mrs. B. "I made myself a black Lyon velvet evening gown and wore it for 15 years." Has she tried to make anything for her glamorous debutante daughter? "Not since she was a baby, when I made her a dress, all little tucks, all by hand."

Mrs. Donald C. Hannah found a perfect fit in a red and white brocade suit banded in white mink. Mrs. Alexander Cochrane submitted to a head-hugging black mink hat and bulky tweed suit collared in mink.

"SISTER" SAMPSELL, handing out publicity releases, was giving reassurances that her husband, Marshall G. (Gross) Sampsell is in excellent health. While they were abroad, a misprint in a society column started the rumor that he was seriously ill.

This caught up with the Sampsells late one night in a little inn in the village of Runners, in Denmark. A Chicago friend telephoned them, full of solicitude in what was apparently the first trans-Atlantic call handled by the town's telephone operator. She gasped, "America's calling!"

Mrs. North, very post-Labor Day in a black coat dress and crisp white gloves, was telling Mrs. John Quincy Adams Jr., chairman of the policy committee, that the Kungsholm restaurant has offered a special room the day of the show for husbands of the mannequins—presumably for them to lunch in or rest up in between the afternoon and evening performances.

BEING A HUSBAND who only stands and waits for one of these glamorous girls can be quite exhausting, it seems. Sometimes he has to rush home to the suburbs just before curtain time for a pair of essential earrings, or an extra pair of shoes.

Mrs. Gardner Stern, in black and white, and wearing her new short Paris haircut, reminded us that the host, Stanley Korshak Inc., has been in the Presbyterian-St. Luke's show for 32 years. The late Mr. Korshak's interest is being carried on by his nephew, Stanley Korshak II; this year the shop will show pieces from the Jean Louis collection.

Others chatting over the champagne: Mrs. Robert McCormick Adams, Mrs. Cecil C. Draa and Mrs. William F. Drews, co-chairmen of tickets, Mrs. Paul C. Oliver, Mrs. Herbert C. De Young and Mrs. Robert Elson.

News
Chicago, Ill.
Evening Circ. 598,802
SEP 12 1963

There were many bright smiles Wednesday afternoon at Presbyterian-St. Lukes Hospital. The trustees and the woman's board were taking a first look at the hospital's new $2,000,000 health center adjacent to the main building. ABOVE—Mrs. George S. Campbell Jr., president of the woman's board, chats with Charles H. Morse Jr., chairman of the building committee, after the ribbon cutting ceremonies. RIGHT—Mrs. Arthur Horween Jr., chic in a grey and white pinstripe suit, relaxes in one of the modern chair that were placed in conversation groups on the center's first floor. Mrs. Horween will model in the hospital's benefit fashion show Sept. 27 at Medinah Temple.

Townsfolk
Chicago, Ill.
Monthly Circ. 1500
SEP 1963

Mrs. Ike Sewell, Mrs. Silas Cathcart and Mrs. Gardiner B. Van Ness, Jr., left to right, are among the new fashion show models who will be returning to the runway at the Presbyterian-St. Luke's Hospital Fashion Show, to be held the afternoon and evening of September 27th in Medinah Temple. Harold Guthman Photo

#47666 1963 -41

Thursday, September 19, 1963

The Lake Forester

and LAKE FOREST NEWS

15¢

On The Cover

Leaving the Lake Forest Country Day school steps are (left to right) Dianne Lewis, Julie Isham, Ann Freeman and Wendy Wheeler who are planning to attend one performance of the Presbyterian-St. Luke's Fashion show. The show will be given twice on Sept. 27 with the first performance at 2:30 p.m. and the second at 8:30 p.m. in the Medinah temple.

8-19-63

THIS WEEK.....

MRS. G. SCOTT HODGKINS of Oakwood avenue, who will model in the Presbyterian-St. Luke's Fashion show on Sept. 27 at both the afternoon and evening performances, is shown here with a hair-do and make-up by Saks Fifth Avenue, whose experts will provide these services to all the mannequins. Her white hostess gown is by Saks Fifth Avenue.

Presbyterian - St. Luke's Board Slates Two Show Performances

Two performances of the Presbyterian-St. Luke's Fashion show will be given this year for the first time since 1944. "Daughters are for Dreaming" is the title of the show which will be presented Sept. 27 at 2:30 and again at 8:30 p.m. in the Medinah Temple.

Local Models

Lake Foresters modeling in the show will be Mrs. T. Stanton Armour, Mrs. Vernon Armour, Mrs. William C. Bartholomay, Miss Emily Brown, Mrs. DeWitt W. Buchanan Jr., Mrs. Silas S. Cathcart, Mrs. Harry B. Clow Jr., Mrs. Alexander L. Cochrane, Mrs. James B. Coulter, Miss Shaun Cudahy, Mrs. William B. Davies, Mrs. A. B. Dick III, Mrs. William C. Douglas, Mrs. G. Scott Hodgkins, Mrs. John T. Landreth and Mrs. John T. Mayo.

Also, Mrs. J. B. Mullen Jr., Mrs. Thierry L. McCormick, Mrs. William B. McIlvaine, Mrs. Potter Palmer, Mrs. David B. Peck III, Mrs. William H. Rentschler, Mrs. T. Clifford Rodman, Mrs. Robert M. Roloson III, Mrs. Ross D. Siragusa Jr., Mrs. Phelps H. Swift, Mrs. Gardiner B. Van Ness and Mrs. Robert F. Williams Jr. Mrs. Michael B. Van Beuren, the former Leslie Borland, will return from her new home in Maine to be the traditional Presbyterian-St. Luke's bride.

Show's Chairmen

Mrs. William S. North of North Green Bay road is the show's chairman and Mrs. George S. Chappell Jr. of Mayflower road is president of the Women's Board. Sponsoring the show are the Cunard Steamship Line Ltd. and Pepsi Cola General Bottlers of Chicago.

Open to the public, tickets for the performances may be obtained at 919 North Michigan avenue, Chicago. More information about tickets may be found by calling WH 4-6901.

In the attractive garden of the Bowen Blairs' Lake Forest home is this handsome eagle weather vane being admired by Presbyterian-St. Luke's Hospital Fashion Show committee members, (left to right), Mrs. William S. North, Fashion Show Chairman; Mrs. Paul W. Oliver, and Mrs. Bowen Blair, who hosted luncheon for the committee of the Presbyterian-St. Luke's Hospital Fashion Show, to be held the afternoon and evening of September 27 in Medinah Temple. August

Harold Guthman Photo

THE Presbyterian-St. Luke's Fashion Show Committee has announced the names of 15 young women who will model for the first time this year in the Presbyterian-St. Luke's Fashion Show. They are: Mrs. J. Melfort Campbell, Mrs. Daniel Douaire, Miss Barbara Elson, Miss Emily Brown, Mrs. Charles A. Foster, Mrs. Philip Hummer, Mrs. Ralph Mills, Jr., Mrs. Robert McLallen, Mrs. George Poole, Jr., Mrs. George Rich, III, Mrs. Rostislav Romanoff, Mrs. David K. Sims, Mrs. R. Douglas Stuart, III, Mrs. William Sutter and Mrs. Michael Van Beuren. In addition to these new faces, many will be welcomed back to the runway a number of ladies who haven't modeled for several years. Included in this group are: Mrs. Vernon Armour, Mrs. Faurot Bennett, Mrs. Silas Cathcart, Mrs. William B. Cutler, Mrs. A. Bradley Eben, Mrs. Ralph Ellis, Mrs. Hunt Hamill, Mrs. George Keller, Mrs. John McGuire, Mrs. William B. McIlvaine, Jr., Mrs. James F. Ott, Mrs. T. Clifford Rodman, Mrs. Ike Sewell, Mrs. Gardiner Van Ness, Mrs. Thatcher Waller and Miss Elizabeth Wirtz. The 37th Annual Fashion Show is to be called "Daughters Are for Dreaming". Archie Lang, the talented young producer who gave us the 1962 Show promises that this production will be an exciting vehicle for the presentation of the lovely clothes exhibited by Chicago's leading stores. "Daughters Are for Dreaming" will be presented September 27 at 2:30 P.M. and again at 8:30 P.M. in Medinah Temple. Mrs. William S. North is Fashion Show Chairman, Mrs. George S. Chappell, Jr. is President of the Woman's Board of Presbyterian-St. Luke's Hospital.

#4677 1962-43

Headaches of a Fashion Show

BY PATRICIA MOORE

TAKE one woman, put her in a dress shop selecting a new ensemble, multiply by 100 and you have some idea of the headaches of the Presbyterian-St. Luke's fashion show.

The analogy of the women shopper doesn't apply with complete accuracy to the benefit fashion extravaganza, now in its 37th year. The regular shopper has only herself to satisfy. The Presbyterian-St. Luke's mannequins must please an audience of 4,000 women, the exhibiting shop or store, the critical eyes of press photographers, and the show committee.

Eighty-two women and 16 children will be put to the test when the annual fashion show is presented at afternoon and evening performances Sept. 27 at Medinah Temple.

THE BASIC requirements for a model are obvious — good figure, poise and a pretty face. To these the mannequin committee adds the requisites of a prominent "name" and a co-operative spirit.

Then an exhibitor is likely to come along with a special request — such as that of a shoe salon that wanted a woman to wear their one-of-a-kind, Paris-made shoes in size 3½. The committee found Mrs. Clyde Doran who could wear the tiny shoes.

Mrs. Gordon Smith is fondly remembered by the mannequins committee as the reed slim model who fit the request for a 20-inch waistline another year. Even more amazing than the request is that Mrs. Smith is tall (5 feet 8 inches) and already had two babies when she trod the St. Luke's runway in the 20-inch ball gown.

CHICAGO DAILY NEWS
For and about WOMEN
SATURDAY, SEPTEMBER 14, 1963
PAGE 26

ABOUT 10 years ago a store requested a dozen mannequins, all with silver hair, for a number featuring clothes in beige and silver gray tones. The task of rounding up that many mature women who had trim figures and runway poise was not easy but the mannequin committee succeeded.

Mrs. Eric Oldberg was one of the gray-haired models and she remembers that she protested the assignment but had reason to change her mind later. She bought the beige Hattie Carnegie suit she modeled and wears it to this day.

Just a year ago a Loop store requested — and got — 13 towhead youngsters to show off a collection of Scandinavian clothes. Nothing but blonds would do and preferably under 6 years old. The age limit was upped somewhat but the children, from Mallory Boyle to Marianne Thorne appeared and won the audience's heart, as only children can.

WHILE THE grading is top secret, it is possible to surmise that someone such as Mrs. James W. Pope rates a 1++. She is considered to have a great flair, is always at ease and can cope with sudden emergencies.

Other top favorites include Mrs. DeWitt Buchanan Jr. and Mrs. Walter Cherry Jr. whom Mrs. Marshall Sampsell calls "perfection." She describes Mrs. Cherry as having the "boarding school look — always fresh and neat — the type whom you expect to find in a smart camel hair coat."

Over the years, certain women are "pegged" as being at their best in certain fashions. Mrs. Arnold Horween and Mrs. Phelps Swift are the slacks type; Mrs. William Wrigley is always good in evening clothes, "young but with dignity," and Mrs. Edward Byron Smith is called "the original hat and jewelry woman."

Louise Smith is chosen to model hats or gems because of her lovely face and shoulders.

CERTAIN perennial favorites are requested by certain stores. When Saks Fifth Avenue heard that Mrs. Ralph Ellis was returning to the runway this September, after an absence of several years, the store asked that she wear one of their dresses. Mrs. James R. Coulter is popular enough to be requested by more than one exhibitor.

The models sometimes create extra problems. There have been women who claimed to wear a size 10 and, when fitting time came, it developed that they wore a 12 or 14.

On the other hand models have gone on crash diets before the annual fashion show and needed a smaller size than specified. A mannequin who is difficult about arriving for fittings is likely NOT to be asked back the next year.

When a model is given a particularly difficult task one year the mannequin committee makes a note and tries to reward her the following year with an easier routine.

Difficult tasks would include wearing a very heavy gown or one with a tight skirt or having to carry or move a cumbersome prop.

RIGHT—"The original hat and jewelry" model is the mannequin committee's way of referring to the classically lovely Mrs. Edward Byron Smith. In the 1960 Presbyterian-St. Luke's show she modeled a Bes-Ben pearl turban.

#47666 1963-44

ONCE A WOMEN is chosen to model, she still has a way to go before she is firmly established as a popular mannequin. The selecting committee watches the fashion show and grades the models. The same card index that gives name and size information of each model contains the grading.

The women receive marks from 1++ down to 2-. Translated, 1++ means "fabulous" and 2- means the lady in question is good enough to appear again in the show.

"There is surprisingly little 'catting' about the women," says Mrs. Richard Needham who serves on the mannequins committee. "The grading is done very discreetly."

Discretion is essential because, she adds, you never know when a relative or best friend might serve on the mannequin committee and want to look up dear old Jane.

(If a former model is invited to join the Presbyterian-St. Luke's woman's board and serve on the mannequins committee her card is removed before she has a chance to see it.)

ABOVE — One of the great favorites who is invited back year after year to model in the Presbyterian - St. Luke's fashion show is Mrs. DeWitt Buchanan Jr. She is seen here as she appeared in the 1954 fashion show, a slim and sophisticated evening clothes.

RIGHT — Special requests are sometimes made by stores exhibiting clothes in the annual hospital fashion show. Last year the mannequin committee had to round up more than a dozen tiny blond children such as Marianne Thorne (left) and Pamela McCabe for a Scandinavian number.

RIGHT — Mrs. James R. Coulter is considered such a good model that she is paged by more than one exhibitor to wear their clothes. Her ease in high fashion clothes is reflected here as she modeled earlier this year for another charity fashion group.

#47666 1963-45

Chicago Tribune
FRIDAY, AUGUST 23, 1963

1963

1936

Mrs. John A. McGuire (left) as she looks today and (right) as she appeared shortly before the St. Luke's Fashion show in 1936. She is among long time favorite models who are returning to the runway at this year's performances of the Presbyterian-St. Luke's show Sept. 27 in Medinah temple. They're returning because so many husbands who expect to be in the audience for the night time performance have asked to see the models their wives have raved about over the years. Mrs. McGuire's hat is similar to one she modeled in 1936 show.

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Forest Leaves
Forest Park, Ill.
Sun.-Thur. Circ. 22,500

SEP 19 1963

JUST ONE WEEK before their own fashion show, several members of Circle 47 of First Presbyterian church of River Forest will attend the Presbyterian-St. Luke fashion show at Medinah Temple on September 27.

Those who purchased tickets for the gala event are Mrs. John Barr, Mrs. Stanton Bohmbach, Mrs. Alfred Behrens, Mrs. Ray Campbell, Mrs. Leslie Coker, Mrs. Kenneth Douglas, Mrs. Russell Fuog, Mrs. Robert Gordon, Mrs. Norman McClevey, Mrs. Kenneth Nelson, Mrs. Thomas O'Neill, Mrs. Ned Ochiltree Jr., Mrs. Norbert Schink, Mrs. Erwin Schulze, Mrs. Daniel Wade and Mrs. Robert Watts.

The local fashion show to benefit the same hospital will be held Friday, October 4, at 2 p.m. at First Presbyterian church of River Forest.

Following the show, tea will be served by three of the church's circles, Friday circle, Leal Guild and Cosmos circle. Sponsor of the event is Circle 47.

According to Mrs. Ochiltree, ticket chairman, tickets have been mailed to all church members. Others wishing to attend the benefit may call the chairman, Forest 9-6389.

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Forest Leaves
Forest Park, Ill.
Sun.-Thur. Circ. 22,500

SEP 19 1963

MRS. MAXWELL CORBETT will be hostess to a group of friends at the September 27 H-24 (Continued on page 40)

(Continued from page 1)

Presbyterian-St. Luke show at Medinah Temple. H-24

Guests include Mrs. Carl Stockholm, Mrs. Elmer Warner, Mrs. John Higgins, Mrs. Thomas Smiley, Mrs. Mark Kalisher, Mrs. Adrian Stewart, Mrs. Della Kramer, Mrs. Leo Murray, Mrs. John Aldridge, Mrs. George Gonseth and Mrs. Robert Hartless.

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Welcome
Chicago, Ill.
Weekly Circ. 12,000

SEP 14 1963

St. Luke's Fashion Show—Medinah Temple, Sept. 27 at 2:30 p.m. and 8 or 8:30 p.m.

Art Institute of Chicago, Michigan Ave. at Adams St. Now to Sept. 29 — The Winterbotham Collection: Late 19th and Early 20th Century Paintings . . . Sept. 20—Oct. 27, Chicago Collector's Exhibition, thru Nov. 10, Ceramics by Hiroaki Morino.

Sun-Times and Daily News Gallery, 401 N. Wabash Ave. "Life in Chicago 1900—1935", an exhibit of Chicago Daily News photographs recently donated to the Chicago Historical Society by the paper. Thru Sept. 27. Hours 9 a.m. to 5:30 p.m. Weekdays 9 a.m. to 1 p.m. Closed Sun. and holidays.

#47666 1963-416

Veterans to Model in St. Luke's Show

BY ELEANOR PAGE

SOME of the models in this year's Presbyterian-St. Luke's Fashion show are in a tizzy over giving two performances.

"Tell them they don't have to worry—the evening performance is fun!" a veteran mannequin said, recalling the show's early days in the Stevens hotel [now the Hilton] when the night time parade of fashions with husbands and beaux whistling, clapping, and livening things up seemed many times as gay as the more proper and staid afternoon performances with mostly women in the audience.

Men to See Wives

At that time dinner was served to the evening ticket holders. This year the men will gather in Medinah temple after dinner Sept. 27 to watch their wives, daughters, sisters and sweethearts parade in the show.

Masculine guests certainly add to the pleasure of the models. They're generous with applause as was proved at a recent evening show when the applause was meted out with equal gusto to any guest who happened to stray onto the models' route.

There was no commentator at that show, which guests found "very pleasant," as more than one remarked.

Better Than Dancing

"I'd rather watch a fashion show than go to a dancing party," said Lee J. Skoner. "I think they're fabulous. Men can appreciate a fashion show. Sometimes women might resent the models, because they're so pretty and have such good figures. Or, women might feel like country cousins, that everything in their wardrobe is bad."

"De luxe indoor girl-watching," is how William A. Little describes fashion shows. He recalls enjoying the evening performances years ago. "It was fun to get a few martinis inside you. You'd clap even if you didn't know the models — and the more ribald ones would whistle.

"All men are wolfy at heart," he concludes, "some are just more restrained than others."

A Bit Frustrated

James C. Hemphill is another enthusiastic male viewer of Presbyterian-St. Luke's fashion shows — tho he's a bit frustrated. "Of course I'll go to see the evening performance of the show," he said. "They're great fun. I've been wanting to sneak in and see the afternoon shows but thought that the only men allowed were just some of the committee heads' husbands and hospital trustees."

Some highlights of early St. Luke's shows [they became Presbyterian-St. Luke's after the two hospitals merged] were recalled the other day by a fashion show committee member.

"Remember the night Hunt Henry [the late Huntington B. Henry] sang 'Only a Rose' to Margo Reid wrapped in blue and holding an arrangement of flowers by Mrs. Ford Rodman Carter? There wasn't a dry eye in the house!" Mrs. Carter, who was so talented with flowers, has since died, and little Margo is now Mrs. Alanson J. Donald.

Because so many husbands have heard their wives rave about models in shows of a few years ago, a number were persuaded to return to the runway this year, among them the women pictured here as they look today and as they looked when they were the toast of the runway.

1963 1927

Another accomplished mannequin is Mrs. Clifford E. Rodman, shown as she was photographed in Lake Forest a few days ago (left), and as she arrived for the opening of the opera in 1927, the year after the first fashion show. In addition to the afternoon show at 2:30, Sept. 27, the evening performance of 30 years ago is being revived. [TRIBUNE Staff Photos]

1963 1947

Another favorite with Presbyterian-St. Luke's audiences is svelte Mrs. Gardiner Van Ness Jr. She's shown above as she appeared at luncheon in Lake Forest 10 days ago (left), and as she appeared in a St. Luke's show in 1947, wearing a black net gown with a garland of pink and cerise roses for a bodice.

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Sun-Times
Chicago, Ill.
Morning Circ. 543,504

SEP 23 1963

THIS WEEK IN FASHION

MONDAY

Opening of Carson Pirie Scott & Co.'s "Vive La France" promotion with showings of French fashions at 11:45 a.m. and 1 p.m. in Heather House and at 12:30 and 5:30 p.m., 4th floor.

Luncheon showing 12:30 p.m., Henrici's Restaurant, Oakbrook Center, presented by Victor's Fashions.

Informal modeling, Mollie Parnis collection, 10:30 a.m. to 4:30 p.m. through Wednesday, Saks Fifth Avenue.

TUESDAY

Luncheon showing, 12:30 p.m., Stouffer's Restaurant, Old Orchard, presented by Victor's Fashions.

Luncheon showing, noon, College Inn of Sherman House.

Informal modeling, Count Sarmi collection, Bonwit Teller.

Luncheon showings, 11:45 a.m., 12:45 and 1:30 p.m., Hawthorne Room, Marshall Field & Co., Old Orchard, Skokie.

Luncheon showing, 1:15 p.m., Pyrenees Restaurant, Skokie, presented by Maurice L. Rothschild.

Dinner showing, 6:30 to 8:30 p.m., Mangam's Chateau, Lyons. Repeated Friday evenings.

WEDNESDAY

Luncheon showing, 12:30 p.m., Three Oaks Room of The Drake OakBrook Hotel presented by Bonwit Teller.

Luncheon showing, 1 p.m., Imperial House Restaurant, presented by Saks Fifth Avenue.

"Close-Ups" fashion showing to benefit University of Chicago Foundation for Emotionally Disturbed Children, noon, Guildhall of Ambassador West Hotel.

Personal appearance of Sally Victor, French Room, Marshall Field & Co. Designer remains through Thursday.

Luncheon showings, noon and 1 p.m., Trail Room, Marshall Field & Co., Park Forest.

Luncheon showing, 12:30 to 2:30 p.m., Mangam's Chateau, Lyons.

THURSDAY

Luncheon showing, 12:30 p.m., Nui Nui Restaurant, Norridge Park, presented by The Hawaiian Shop.

Luncheon showings, noon and 12:45 p.m., Travertine Room, Wieboldt's State St. store.

Luncheon showing, 1 p.m., Allgauer's Restaurant at Villa Moderne, Northbrook.

Luncheon showings, 11:30 a.m., 12:30 and 1:30 p.m., Oak Room, Marshall Field & Co., Oakbrook store.

Informal modeling, Mollie Parnis collection, Saks Fifth Avenue, Old Orchard store.

FRIDAY

Adult modeling auditions, 3:30 p.m., Marshall Field & Co., fashion office.

Presbyterian-St. Luke's fashion show, 2:30 and 8:30 p.m., Medinah Temple.

SATURDAY

Informal modeling of teen French fashions, auditorium, 12-2 p.m., Carson Pirie Scott & Co.

Luncheon showings, 11:45 a.m., 12:30 and 1:15 p.m., Walnut and Narcissus rooms, Marshall Field & Co.

#47666
1963-47

The 'No. 1 Fashion Show' Returns as a Double Feature

• SOMETHING TO TALK ABOUT. Left, Mrs. Gardner Stern, board member, discusses the Jean Louis collection with Mrs. John Stevens Jenkens of Wayne, show model. Mrs. Jenkins wears one of the typical after five brocade dresses by Mr. Louis, who will do the collection from Stanley Korshak for this year's fashion show.

• SHOW MANNEQUIN, Mrs. James M. Goff, approves a design with Mr. Teal Traina, who will do the clothes from Bonwit Teller for this year's Presbyterian St. Luke's fashion show.

• MRS. HENRY P. WHEELER, member of the fashion show committee, right, with designers, Ronald Amey, second from right and his partner, Joe Burke of Burke-Amey admire exquisite evening gown. Model's lavish attire is gold with elegant fur piece decorating bottom of gown.

By Jean Cameron

THE GRANDMA OF ALL fashion shows [she's 37 going on 40] is ready to step into the spotlight again. It's the world-famous Presbyterian-St. Luke's show, which is looked forward to by Chicago women more than some Broadway productions.

The show's popularity has grown so much that this year it will play a "twi-night double-header" in Medinah temple Friday. The afternoon showing will take place at 2:30 and, for the first time in years, there will be an evening performance at 8:30 p.m. so that husbands may attend.

There will be 22 top exhibitors, 98 society mannequins, and 16 child models who will wear clothes from Chicago's top shops.

Board members have made numerous trips to New York to visit designers at their home bases. Designers have trekked to Chicago to discuss ideas and plans.

The project has raised $100,000 to help establish the hospital's new health center. Tickets for the afternoon performance are $3 to $20; for the evening performance $5 to $20.

Chicago's AMERICAN
TODAY'S LIVING
Fashions — Food — Society

TUESDAY, SEPTEMBER 24, 1963

#4766 1963-48

SOCIAL CHICAGO

Husbands' Night To Forage

By Adeline Fitzgerald

The evening performance of the Presbyterian-St. Luke's fashion show Friday night is sending out ripples of entertainment beyond Medinah Temple.

With so many wives involved as mannequins or backstage crew, the husbands are on their own at the dinner hour. Their plight came to the attention of Byron Harvey when he was arranging for his company to send box lunches and a hot buffet supper to the ladies confined in the temple. He suggested to the manager of nearby Kungsholm Restaurant that a room be set aside for the husbands in which they could have drinks and a Dutch treat dinner before the evening show.

Reservations promptly came from Harry B. Clow, Charles A. Foster, F. Richard Meyer, Rostislav Romanoff, Hill Blackett Jr., Joseph O'Neill, Arthur Dole III, Loomis Lincoln, Daniel Douaire, Potter Palmer, Edward Cochrane, Christopher Janus, Charles H. Percy and Robert Elson. Percy and Elson will have already seen the show; they're going to the matinee because both have evening dates with microphones.

Another masculine contingent will be dining up north at the Racquet Club, after having cocktails with Thierry McCormick at the N. State St. apartment of Mrs. McCormick's mother, Mrs. Kenneth Bahe. In this group are Alexander Cochrane, James Coulter, William Cutler, William C. Douglas, James Goff, George Keller, William Rentschler, David Bell Peck III, Thatcher Waller, James B. Mullen Jr., and Bachelor Heaton Sykes.

THE WOMAN'S Athletic Club will be in a convivial hubbub from noon to well after midnight. Luncheon hostesses that day include Mesdames Philip R. Clarke, George Hartong, Donald McLennan, Arthur T. Moulding, Gordon D. Shorney, Edgar Cook, Rostislav Romanoff, Earle Gray, Samuel G. Goss, Nelson L. Buck, D. Eckhart Williams, Everett D. Graff and Ralph A. Bard.

During the cocktail hour there will be a special array of hors d'oeuvres followed by an elegant dinner, with the musical accompaniment of a Dick Phillips trio. Among those giving dinner parties are Dr. and Mrs. Harry Boysen and Dr. and Mrs. Wayne G. Brandstadt, WAC president Mrs. Thomas Roswell Coyne and her husband, and the S. Austin Popes.

After the show, the gaiety resumes. The club is remaining open so that members who return for their cars can stay on for a nightcap.

THEY ALSO SERVE

Having served their time on the Presbyterian-St. Luke's fashion runway, Mrs. Paul Oliver (in checks) and Mrs. Herbert C. De Young can look on as Mrs. Alexander Cochrane practices her mannequin look. While she's in the limelight on Friday, Mrs. Oliver will be backstage handling production chores and Mrs. De Young will be seeing that the props are at hand, as needed. Mrs. Cochrane's husband will applaud the evening performance. (Sun-Times Photo by Carmen Reporto)

Style Show Tickets Are Going Fast

9-26-63

BY ELEANOR PAGE

With two performances instead of one to sell for this year's Presbyterian-St. Luke's Fashion show, Friday, in Medinah temple, how is the ticket committee faring?

Word is that aside from boxes, the committee at this time last year had sold nearly $20,000 worth of seats, while this year nearly $27,000 has been banked! All of the boxes for the afternoon performance have been sold, and so have the $5 and $7 tickets. There are $20 and $15 tickets in the dress circle, and $3 tickets in the top balcony available. A selection in all price ranges, plus boxes, still is available for the performance at 8:30 p. m.

The Woman's Athletic club is giving the Presbyterian-St. Luke's Fashion show a boost in its preparations for big luncheon and dinner parties before the performances. The club even will remain open after the night show so that members may return for their cars and a nightcap. Adding to the gayety at dinner will be a trio of musicians, and a variety of hors d'oeuvres to be served with cocktails.

The William S. Covingtons' dinner guests will include friends from Omaha who came here eight years ago to learn how to put on a similar fashion show to benefit the Corkson hospital there. They are Robert H. Storz, president of the hospital, and his wife, and Mrs. Charles Durham, chairman of the fashion show, Mrs. Howard Agee, head of the Service league of the hospital, and their husbands.

FASHION SPECTACLE — Busy attending models' rehearsals and completing last minute arrangements for the 37th annual Presbyterian-St. Luke's Fashion Show to be staged Sept. 27 is this year's chairman, Mrs. William S. North of 1490 N. Green Bay Road, Lake Forest. Tickets for the two performances at 2:30 and 8:30 p.m. in the Medinah Temple, Chicago, may be obtained by writing or telephoning the Presbyterian-St. Luke's Fashion Show ticket office, 919 N. Michigan Ave., Room 331, Chicago, Ill.

#47666 1963-49

Sept. 24, 1963

One Side, Men; Fashion Show Comes First

BY PATRICIA MOORE

Plans for the early part of the coming weekend are focused on the Presbyterian-St. Luke's fashion show. Even among the golfers out at Onwentsia, plans were shifted because of the stellar fashion event.

The "braves of Onwentsia" will have their last golf tournament of the season Saturday. The men had hoped to add some social zest to the stag Pow-Wow tourney by staging a dinner dance Friday, but it seems that the wives of at least half of the golfers are directly involved in the show either as models or committee members so . . . no wives, no dance.

The distaff members of the golfing families would, in fact, like to see their husbands out front Friday evening when the fashion extravaganza holds its first evening performance since St. Luke's fashion shows were held in the former Stevens Hotel before World War II.

The Pinkerton guards who will protect the thousands of dollars worth of jewels, furs and clothes at Medinah Temple are rearranging their working hours, too. Several guards will remain in the temple overnight after the show because the valuables cannot be returned to the stores and shops until Saturday morning.

Mrs. Seymour Wheeler has cause to consider this, the 37th annual show, a memorable one. For the first time in more years than she can count, Mrs. Wheeler will not be manning the public address system in the basement dressing room.

Her paging of models and commands to have make-up applied and to line up for the entrance were a familiar part of the show to all backstage. Mrs. Wheeler is retiring from the job this year and will finally see a fashion show from a box seat. Her place at the microphone will be taken by Mrs. Samuel Bodman.

A number of adjustments have been made to meet the demands of an afternoon and evening performance. All the child models are Chicagoans who can easily go home for a nap between shows.

A hot buffet dinner will be served in the dressing room for the models, all of whom are being asked to keep on their make-up so that only a touch-up will be needed before the second performance.

Clubs all over town will be doing a booming business in dinner parties before the 8:30 p.m. curtain. The Woman's Athletic Club also will stay open late for nightcaps after the show.

Among those with reservations at the Woman's Athletic Club for dinner are the S. Austin Popes, Mr. and Mrs. Rudy Ruggles and the William S. Covingtons.

William S. North, whose wife will be busy backstage as fashion show chairman, will dine with the James Cathcarts (Mrs. North's parents) at the Casino before going to the evening show.

The afternoon following the debut that ended in vandalism on the part of the boys, Mrs. Healy encountered three of the boys—lunching at the Southampton Bath Club and still wearing their formal dinner jackets.

Mrs. Healy is amazed each year at the stepped up tempo of Palm Beach; she already has received two invitations for Christmas Day dinners. When she leaves here next month, Mrs. Healy returns to her suite at the Plaza in New York and will be back in her apartment at the Everglades Club in Palm Beach by mid-December.

THE WOMEN BEHIND the Presbyterian - St. Luke's fashion show are wisely making it as easy as possible for the husbands of models to attend the evening performance next Friday. Husbands are usually reticent (if not downright balky) about going to fashion shows, so a section of Medinah Temple is reserved for husbands and a Dutch treat dinner will be held beforehand at Kungsholm. Thierry McCormick, whose Mari is a model, has asked some of his friends to dinner at the apartment of Mari's mother, Mrs. Kenneth Bahe.

AMIN SAMI, the new consul general of the United Arab Republic, will be joined in Chicago by his wife, the former

9-21-63

ONWENTSIA CLUB
LAKE FOREST, ILLINOIS

In order not to conflict with the Presbyterian-St. Luke's annual Fashion Show, the Pre-Pow-Wow party scheduled for Friday evening, September 27, is being cancelled.

ENTERTAINMENT COMMITTEE

#471018 19103-60

The Social World...

She'd Never Get This on a Guided Tour

By Virginia Kay

NO AIMLESS traveler is Mrs. George McHenry of Oak Brook. Now in England, she's been attending a wedding in the second most fashionable church in London, a christening in a palace, and a reception in one of the hardest-to-enter dining rooms in the world.

Wednesday Jane McHenry was tucked up in St. Margaret's church, London, watching the wedding of Loretta, daughter of Sir Roland and Lady Robinson, to Edward Samuel Rogers of Toronto.

This was fancy watching, indeed, for St. Margaret's is the church to which the cream of Mayfair flocks for such family events as weddings, christenings, and funerals. Wedding-wise, only royalty's "private" church, Westminster Abbey, is considered spiffier.

The mother of the bride, Lady Robinson, is the former Maysie Gasque of Winnetka—but it must seem a long way back to the simple midwestern life for Our Maysie.

Two days before their daughter's wedding, Sir Roland and Lady Robinson were in the crypt chapel of the palace of Westminster for the christening of their first grandchild, the son of their only son, Richard Robinson. And of course Jane McHenry was on hand.

She was also on tap for the reception which followed in one of the most exclusive spots on the globe: the Members' dining room of the house of commons.

Sir Roland is an M. P.—and apparently one of the swingingest ones in London. When he found that his showplace home in Hampstead was a bit too far from Parliament, he moved into a smaller place at 24 Carleton House Terrace.

He had a buzzer installed in the new house, says Jane McHenry, and now, when something important is about to happen in Parliament, the signal goes off at 24 Carleton House and Sir Roland strolls across St. James Park to his duties.

ST. LUKE'S BEAT: Title of "most intrepid mannequin" in the Presbyterian-St. Luke's fashion show Friday should go to Mrs. William C. Bartholomay.

She'll do her double-barreled modelling stint in the show, arriving home in Lake Forest about midnight—then be up at 6 a. m. the next morning to fly to the Coleman Lake club in Michigan to participate in the opening of the grouse shooting season.

Another model who'll do the same is Mrs. Phelps Swift. But Peggy Swift will have the company of her husband in the Coleman Lake blinds, Sara Bartholomay will not.

Seems that Bill Bartholomay, as one of the owners of the Milwaukee Braves, must be on hand for the end of the baseball season, can't take time off for such relaxations as the shooting of birds.

ADD ST. LUKE'S: Among parties being planned for husbands of models is a black tie dinner in the Kungsholm before the night show.

Wifeless-for-the-evening-gentlemen present will include the Siragusa boys—Ross Jr. and John, Potter Palmer, Harry Clow, and Charles Foster.

A party in the Woman's Athletic club, however, will be strictly "mixed." There the plan is to have a gala candlelight dinner in the ballroom, with Dick Phillips' orchestra playing for dinner dancing. After the show, diners are invited back for a nightcap.

Among twosomes who'll attend: the William S. Covingtons, the Thomas R. Coynes, Mr. and Mrs. Rudy Ruggles, and Mr. and Mrs. Allin K. Ingalls, who'll be back from Europe just in time for the show.

There'll also be a "mixed" dinner in the Casino for the Lester Armours, the Sanger P. Robinsons, and Mr. and Mrs. Charles Sturgis, among others, and the Thomas B. Singletons have reservations at the Mid-America club.

• MRS. SILAS CATHCART and Mrs. Hunt Hamill are two of the pretty women who'll be modeling in Friday's double feature Presbyterian-St. Luke's fashion show in Medinah Temple. Performances will be given at 2:30 and 8:30 p. m. [CHICAGO'S AMERICAN Photo]

PRESBYTERIAN-St. Luke's woman's board members will take time out Wednesday afternoon from charting their 37th annual fashion show benefit to help dedicate the hospital's new health center.

Besides the tidy sum of $100,000 that the women have given from their runway classics to the center several board members also have contributed their decorating skills. To Cornelia Conger and her committee—Mrs. S. Austin Pope, Mrs. Agnes Cornell Hunter, Mrs. Albert B. Dick, and Mrs. I. Newton Perry—fell the task of injecting warmth into two lobbies each 240 feet long. Date for this year's fashion show at Medinah Temple is Sept. 27.

ACCORDION MUSIC before dinner and, for a change of pace, a magician doing sleight of hand tricks after dinner, entertained debutante Josephine Galitzine and about 50 of her young friends Sunday night on the Hempstead Washburnes' Lake Forest estate. Co-hosts for the informal fete were the Charles F. Clarkes and the Ralph Ishams.

FRIENDS OF THE former Nancy Beattie Cox and Rufus Cutler Dawes will be surprised to learn of their marriage Friday afternoon in Fourth Presbyterian Church. For the nuptials, tiny darkhaired Nancy wore a short green velveteen overblouse and slim skirt. Her bouquet of fresh white flowers was a gift from father-in-law Charles Cutler Dawes of Fox River Grove. Afterwards, her parents, the Earl V. Beatties

CHICAGO DAILY NEWS
For and about WOMEN
MONDAY, SEPTEMBER 9, 1963
SECTION THREE ★★PAGE 25

#47616 1963-61

SOCIAL CHICAGO

Visitors Bring Back A Touch Of Nostalgia

By Adeline Fitzgerald

In the current influx of visitors is chic Marjorie Channer Richardson Cochrane of Palm Beach, Fla., here to model in the Presbyterian-St. Luke's fashion show on Friday, and see something of her family. Coming is wine merchant Peter Townsend, who once wooed Princess Margaret, to give a vintage party on Oct. 3. Here is octogenarian Mrs. Arlene Peck Warwick, whose ties with the city go back to her pioneer grandfather, Philip F. W. Peck. She was one of the great beauties in the days when opera was housed in the old Auditorium, and her father, Ferdinand Peck, was a leading patron of the arts.

Between Fittings

TO RETURN to Marjorie Cochrane: Between fittings for the fashion show she is with her brother and sister-in-law, the John A. Channers, in Lake Forest. On Friday, after 5, she will be among the mannequins in makeup having a pickup at the cocktail party Thierry McCormick and William C. Davies are giving at the home of Thierry's mother-in-law, Mrs. Kenneth Bahe.

Until her marriage to Ed Cochrane, eight years ago, Marjorie lived on the North Shore and she has many friends to try to see in a short time. A cocktail party is the simplest way. Her husband, who was here, flew back to Palm Beach on Tuesday.

9-26-63

SOCIAL CHICAGO

Christening Calls For Real Celebration

By Adeline Fitzgerald

Four generations will surround the baptismal font in St. Philip The Apostle Church in Northfield on Sunday when John Malcolm Boyle, the infant son of the Robert K. Boyles, is christened. On the paternal side will be the baby's great-grandmother, Mrs. Leonard Knapp of Lincolnwood, his grandmother, Mrs. Malcolm J. Boyle, his uncle and aunt, the junior Malcolm Boyles, his girl cousins, Deirdre and Mallory Boyle, his 2-year-old brother, Robert Jr., and his bachelor uncle, Bill Boyle, the godfather.

On the maternal side will be his grandparents, Dr. and Mrs. John Winthrop Gahan of Boston and his bachelor uncle, John Gahan. The most thrilled member of the group will be 13-year-old Deirdre, who will hold her baby cousin in his long white christening robe, while he is formally given the names of his two grandfathers. Deirdre's Uncle Bob (John Malcolm's father) is her godfather.

After toasts to the newcomer in the Boyles' Northfield house, the party will come in to town for a family dinner in Mrs. Malcolm Boyle's Lake Shore Dr. apartment.

On Sept. 27, 6-year-old Mallory will have her turn. She is modeling in the Presbyterian-St. Luke's Fashion Show, for the third time. This is a particularly grand occasion for the moppets appearing in the show; because of the evening performance this year, they get to stay up late.

Dozens of excited parents, grandparents and great-grandparents will be out in front at Medinah Temple viewing the show with special interest. A group of tiny tots, some modeling for the first time, will hold the spotlight briefly: the Robert Andersons' Abbie, Thatcher Wallers' Amy, John Markhams' Lisa, Nicholas Johnsons' Suzanne and Nicholas Jr., Farwell Smiths' Temple, Morris Millers' Leslie, junior Noel Seeburgs' Pixie, Donald Hannahs' Daryl, Donald McSweeneys' Helen, Roger J. Colemans' Colleen, Philip W. Hummers' Helen, Frank Sims' Frank Jr. and Dr. and Mrs. Charles F. Nadlers' Charles Jr.

WEDNESDAY EVENTS

Hinsdale Community House, Antique Show.

Women's Auxiliary of Cuneo Memorial Hospital, luncheon and show of Roxane fashions, noon, Grand Ballroom of the Conrad Hilton Hotel.

DALY DIARY

By Maggie Daly

NAMES IN THE NEWS...Jimmy Carras the pocket billiards champ, will give demonstrations of his skill in the Belmont Bowl Sunday and Monday at 2 p. m. and 8 p. m.—Vogue magazine will cover the 37th annual Presbyterian-St. Luke's fashion show Sept. 27 in Medinah temple.

TREATS FOR TONIGHT . . . Folk Singer Valentine Pringle and Greek Singer Fleury in the Gate of Horn.

PLANNERS OF the Presbyterian-St. Luke's fashion show are examining box office reports as last minute ticket sales get under way. Although all boxes and all front balcony seats are sold out for the afternoon show, some tickets in each classification are left for the evening. The Sept. 27 event will mark the planning committee's first attempt to fill the 4,000 capacity Medinah Temple for more than one performance.

Here and There

"Not quite sold out for luncheon today or tomorrow," is the word from the Arts club which is reopening earlier than usual this year in order to serve members and guests before the Presbyterian-St. Luke's Fashion show tomorrow.

9-26-63

#47666 1963-52

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Doings
Clarendon Hills, Ill.
Weekly Circ. 1,221

SEP 26 1963

Talk of the Town

BY JANE OLDS

In this affluent community, it is well-nigh incredible that four children were not able to attend school last week for want of shoes and proper clothing to wear. But such is the information received from the Hinsdale Community Service. The agency has issued an appeal for good used clean clothing for children, including baby and pre-school sizes. Needed particularly are jackets, raincoats, and boy's trousers. These should be in good condition, since the recipients often do not have facilities or skills for mending and alterations. Those wishing to donate articles of clothing may take them to the Memorial building office of Community Service. If the door is closed, boxes may be left outside in the corridor. For clothing pick-up, you may call FAculty 3-2500.

* * *

Republicans of Hinsdale look forward to a lively evening Monday when the Hinsdale Women's Republican club sponsors a campaign kick-off in honor of Congressman Elmer J. Hoffman, chairman of the DuPage County Republican central committee. A candidate for secretary of state in the '64 primaries, Hoffman will be feted at 7:30 p.m. Monday at the Hinsdale Community House.

* * *

City and suburbia are a-flutter with fall fashion shows these days, and the famed Presbyterian-St. Luke's fashion show will be held tomorrow at Medinah Temple in Chicago with showings in the afternoon and evening. Among Hinsdaleans planning to attend the evening event are the Edward J. Bennans, Mr. and Mrs. John C. Clarke, Mr. and Mrs. Donald Irwin, Mr. and Mrs. James A. Knight, and the William C. Sextons. The group will gather for dinner at the Woman's Athletic club of Chicago preceding the show.

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MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Wilmette Life
Wilmette, Ill.
Weekly Circ. 24,000

SEP 26 1963

Annual Fashion Show Benefit Draws North Shore Residents

By Charlotte Teeman

"Daughters Are for Dreaming," the Presbyterian-St. Luke's Fashion Show, dots the benefit calendar tomorrow.

Crowds of charity-minded, fashion-conscious women will be on hand when the 2:30 o'clock curtain goes up at Medinah Temple. A second showing at 8:30 o'clock in the evening will draw a large male audience. This will be the first time in many years that the traditional show has had an evening performance; and the occasion will lend itself to many gay parties before and after the evening curtain.

North Shore residents who will lend glamour to the runway are Mrs. James Alsdorf, Mrs. John McQuire, Mrs. William B. Cutler, Mrs. Hunt Hamill, Mrs. William Sutter, Mrs. Walter Cherry Jr., Mrs. E. Eugene Beisel, Mrs. C. Foster Brown, Mrs. Arthur Dole III, Mrs. Henry Bartholomay III, and Mrs. Hill Blackett Jr., all of Winnetka.

Mrs. Ellis Zimmerman, Northfield; Mrs. John Dern Jr., Wilmette; and Mrs. Charles Percy, Kenilworth are also attractive members of the model contingent.

Box holders and those occupying box seats from the North Shore include Mrs. Edwin Ford, Miss Katherine J. Lefens, Mrs. Donold B. Lourie, Mrs. Franklin Lunding, Mrs. Anthony Michel, Mrs. Howard Miller, Mrs. Arthur T. Moulding, Miss Barbara S. Newman, Mrs. Frank S. Porter, Mrs. John S. Schweppe, Mrs. John G. Searle and Mrs. T. Mackin Sexton, all of Winnetka. This group will be among the audience at the afternoon performance.

Names listed for the evening performance are Mrs. Burton W. Hales, Mrs. William Hales, the Paul Kimballs, Mrs. E. Hall Taylor, Mrs. Harry Sutter, Mrs. William Lassiter, Mrs. Arthur Reebie, the H. M. Harpers, Mrs. Stanley Harris, the James Alsdorfs, Dr. William Geittmann, and the Russell Sterns, all of Winnetka.

The William Sineks, the Alfred C. Stepans, and the Rawleigh Warners also will be among the Winnetka audience.

Mr. and Mrs. Thomas T. Gentles will be there from Wilmette and among the Kenilworth residents will be the Thomas Coynes, the Tilden Cummingses, the John Sandbergs, and the Thomas Singeltons.

Chicago settings will draw many luncheon and dinner guests before the two shows. The Racquet Club, the Casino, the Mid-America Club, and many other fashionable spots and clubs will be filled with fashion show benefit crowd.

The Presbyterian fall fashion benefit is one of the most spectacular events on the calendar and this year's performances promise to be doubly intriguing with an exciting surprise show and the addition of many husbands, fathers, and sons in the audience.

Mrs. George S. Chappell, Chicago, is president of the woman's board and Mrs. William North, Lake Forest, is chairman of the fashion show.

Mrs. Oglesby Paul, Mrs. Samuel Bodman, Mrs. Robert W. Carton, Mrs. Paul Oliver, Mrs. Jeffrey Short Jr., all of Winnetka, are active on the board. Mrs. Herbert DeYoung, Kenilworth, is active on the board and behind the scenes of the show.

News
Chicago, Ill.
Evening Circ. 598,802

SEP 26 1963

In Short, He's Against Them

BY PEG ZWECKER

"I hate short evening dresses," snorted Count Sarmi.

"Short, tall, fat, thin . . . every woman looks best in a long gown," he went on as he showed the most beautiful collection of floor length costumes anyone could wish to see.

"The one gown I did for fun has been the most popular (100 were sold in Texas alone). "In fact, it's going to be in the St. Luke's show," he said.

PEG ZWECKER

He was showing the brown mink topped chiffon at Bonwit's following a full-length sable coat (sleeveless it is $16,000).

On the runway Friday the Sarmi gown will turn up in sienna chiffon with a white ermine top.

"Pink, white and yellow" are a woman's best colors for evening, Sarmi believes.

#47666 1963-53

MIDWEST NEWSCLIP, INC.
Chicago 90, WEbster 9-5497
Sun-Times
Chicago, Ill.
Morning Circ. 543,504
SEP 27 1963

HOSPITAL FASHION SHOW THEME

Dreams A Vision Of Daughter Fair

By Adeline Fitzgerald

Curtain going up on the 37th annual Presbyterian-St. Luke's fashion show, "Daughters Are For Dreaming," a production notable for the shortness of its run (two performances), the earnestness of its cast and producers, the opulence of its costumes and the health of its box office.

The matinee curtain goes up at 2:30 p.m. At the rise, Mrs. J. Harris Ward, a frail pretty woman in a magnificent house coat, has just dispatched her brood of boisterous sons to school, and falls to daydreaming: ". . . if I had only had a daughter." Her dream daughter flits on, and in successive scenes, grows from toddler to pre-teen to teen-ager, to college girl, European traveler, career girl, and inevitably to the altar. (Those who saw "Lady in the Dark" will find this daydream easy to comprehend.)

"I'M AN ABSOLUTE EGOTIST," Mary Ward says of her role. "My friends are going to hoot at me." (In real life, she is the mother of two grown sons, busy with several causes and not given to daydreams.)

Fourteen children and two teen-agers play the part of her growing daughter. The finished product is Diana Hill O'Neil (Mrs. Joseph O'Neil Jr.).

Since it's a fashion show, the real stars are the costumes—nearly 100 pieces for all the times and places in a woman's life.

AMONG THE MANNEQUINS are Mrs. P. D. Block Jr. and her future daughter-in-law, Shaun Cudahy, Mrs. T. Clifford Rodman, Mrs. Ralph Mills Jr., Mrs. Thierry McCormick, Mrs. James Coulter, Mrs. Potter Palmer, Mrs. George Keller, Mrs. William Rentschler and Mrs. Charles Percy.

Due to the combination of top fashions, expert salesmanship and the lifelong devotion of many Chicago women to Presbyterian and St. Luke's hospitals, the boxes and most of the seats have been sold—a total of 4,000 for each performance. Tickets are still available from $3 to $20.

Wives of the doctors are selling the programs.

The marquee tells the story of their day—Mrs. Theodore Tieken (left), Mrs. Carter Smith and Mrs. Gilbert Osgood are part of the team of 96 women staging the annual Presbyterian-St. Luke's fashion show. Box office at Medinah Temple opens at 11 a.m. Friday, and for the two performances the house will be packed with socialites in the audience and on stage. (Sun-Times Photo by Carmen Reporto)

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497
Tribune
Chicago, Ill.
Morning Circ. 907,570
SEP 27 1963

Presbyterian-St. Luke's Today

Fashion Shows in Spotlight

BY ELEANOR PAGE

THE social spotlight is on fashion shows at the moment, with the giant Presbyterian-St. Luke's show on today—performances at 2:30 and 8:30 p. m.—in Medinah temple, and others just ahead. The Medinah box office will be open after 11 a. m. today for the sale of remaining tickets priced at from $3 to $20 for both performances.

#47666 1963-54

Dreams Walking-- That's St. Luke Show

BY PATRICIA MOORE

A number of dreams came true in the 37th annual Presbyterian-St. Luke's fashion show Friday at Medinah Temple.

For Mrs. William S. North and her committee, it was the realization of their most ambitious undertaking, two performances of the two-hour show featuring 97 models displaying thousands of dollars of clothes and jewels.

For members of the audience such as Mrs. Frederick L. Spender it meant watching both a daughter and granddaughter appear in the "Daughters Are for Dreaming" show — Mrs. Philip Hummer modeling a ball gown and her scene-stealing daughter Helen appearing in the opening fashion number that featured all children wearing fetching French designs.

Many of the women at the afternoon show were doing some private dreaming over such luscious items as the full length silver blue fox coat worn by Mrs. Ike Sewell. The coat is reversible and can be worn with the brown and gold brocade outside.

Another dreamy outfit that any woman would gladly snatch off the back of model Mrs. James F. Ott was a full-length ruby velvet evening coat with an ascot of chinchilla and a matching ball gown.

ON STAGE, "Daughters Are for Dreaming" unfolds through the eyes of Mrs. J. Harris Ward, the mama of the show theme.

She dreams that her daughter, portrayed in the skits by Mrs. Joseph O'Neil Jr., goes to Europe on a Cunard ship (what else, since that company is co-sponsor of the benefit), makes her debut and marries in the traditional wedding scene that closes the first half of the show.

More dreaming in the second half shows daughter as a big executive — a takeoff on Joan Crawford, and Pepsi Cola, the other sponsoring company.

FRIDAY'S fair weather brought out hundreds of women in their best autumn outfits and enough mink stoles to make a fur fashion show in themselves. Many of the women strolled to Medinah Temple from nearby restaurants and clubs including the Woman's Athletic Club and the Arts Club that were filled for luncheon.

The Casino attracted its usual big luncheon group with a preponderance of Lake Foresters. Mrs. C. Louis Meyer, whose daughter Mrs. C. Foster Brown Jr. models a fur coat in the show, had a table of friends as did Mrs. Stanley Keith, Mrs. Clarence Prentice, Mrs. Errett Van Nice, Mrs. John G. Searle and Mrs. Charles C. Renshaw.

Among those who arrived promptly at noon at the Casino for a buffet luncheon were Mrs. Alfred O'Gara; Mrs. Henry C. Woods, whose guests included Mrs. James S. Kemper; Mrs. Stewart Dixon, attractive in a blue silk suit; Mrs. Edmonds Walling, smart in a gray A-line dress and fur boa; Mrs. Henry N. Rowley, and Mrs. Huntington Henry who was going on to see her granddaughter Shaun Cudahy model an after ski outfit.

BACKSTAGE at the fashion show was a beehive of fashionable activity as early as four hours before the show. Models, loaded down with suitcases and their own evening clothes (to wear to dinner before performances) in plastic bags, were checking in and going to their "dressing stations."

After slipping out of their street clothes and into colorful dusters, the women were made up, combed out and served a box luncheon.

From then on it was up to the models to entertain themselves until show time. Mrs. David Bell Peck III and postdebutante Elsie Anne MacDonald had brought along their sketch pads and were recording backstage scenes.

Mrs. Ralph E. Ellis and Mrs. Vernon Armour took to their needlepoint while Mrs. William B. Cutler was appliquing pillow cases. Mrs. James W. Alsdorf penned letters to her children who are away at school.

Mrs. Hill Blackett Jr. passed by almost unrecognized. A blond, she arrived with her hair sprayed silver for a ballroom scene on stage.

Mrs. Alexander Cochrane Jr. was calmly preparing for two appearances in the show. She filled in for Mrs. Potter Palmer (who slipped on the kitchen floor and injured her leg) and modeled a pink town and country suit and then dashed back downstairs to slip into another little number—a brocade cocktail dress trimmed with Russian sable.

MIDST the models and racks of lavish clothes, committee members—among them Mrs. George Chappell Jr. (woman's board president), Mrs. Richard Needham, Mrs. Bowen Blair and Mrs. C. Carter Smith Jr. — dashed about in flat-heeled shoes.

Although most mothers were able to keep their children (who modeled moppet fashions in the first half of the show) quiet, they occasionally had to pull them away from hide 'n' seek games from behind the clothes racks and under the tables.

Late in the afternoon a number of models, still wearing make-up, expect to slip out of Medinah to join their husbands for cocktails and then return for the evening show.

A number of husbands are getting together for stag dinner — some at the Racquet Club, others at the Kungsholm — before seeing their wives on the runway. Husbands are a rare sight at the afternoon show so many will be viewing their wives as models for the first time.

Three of the pretty young mannequins appearing on the Presbyterian-St. Luke's fashion show runway hurried along Wabash Av. Friday morning because they were due in the dressing room to have makeup applied. They are (left to right) Mrs. Bennet Harvey Jr., Mrs. Robert M. Roloson III and Mrs. David K. Sims. All three personified the glamorous casual look on the runway in slacks and ski outfits.

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For and about WOMEN
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Mrs. George Rich III was dressed for comfort when she arrived at Medinah Temple to prepare for her modeling. She brought along her own lime chiffon gown that she wore with ruby diamond jewelry in the show. All the models appear again Friday evening in a second performance.

SOCIETY I...

Curtain Rises On Big Dream: St. Luke Show

BY PATRICIA MOORE

"Daughters Are for Dreaming" reads the title on the program for the 37th annual Presbyterian-St. Luke's fashion show and a lot of deaming went into the show itself.

This fashion show to end all benefit fashion shows unfolds Friday in two parts—the most ambitious of all Presbyterian-St. Luke's benefit shows.

The ritual of the afternoon performance was predictable right down to the traffic jam of limousines and cabs outside Medinah Temple before the 2:30 p.m. starting time and the goodly number of wacky hats bobbing in the audience.

What won't be known until late Friday evening is the success of the evening performance and that's where much of the dreaming came in.

For years the woman's board of Presbyterian-St. Luke's hospital has been urged by friends and members themselves to do a repeat of the glamorous and elaborate show.

A single show featuring thousands of dollars worth of jewels, furs and clothes worn by 100 prominent amateur models and shown against artful stage settings seemed a waste of such extensive effort.

So an evening performance was added to the schedule and the ticket committee began dreaming of a sellout.

A wistful dream, perhaps, when 8,000 tickets were involved and as of early Friday there were some tickets available in a wide range of prices for the afternoon and evening performances.

The box office opened at Medinah in the late morning and will remain open before the evening performance.

ON STAGE, "Daughters Are for Dreaming" unfolds through the eyes of Mrs. J. Harris Ward, the mama of the show theme.

She dreams that her daughter, portrayed in the skits by Mrs. Joseph O'Neil Jr., goes to Europe on a Cunard ship (what else, since that company is co-sponsor of the benefit), makes her debut and marries in the traditional wedding scene that closes the first half of the show.

More dreaming in the second half shows daughter as a big executive — a takeoff on Joan Crawford, and Pepsi Cola, the other sponsoring company.

All these dreams are seen in a lavish display of clothes modeled by such favorite mannequins as Mrs. Philip D. Block Jr., Mrs. Ralph Mills Jr., Mrs. William C. Bartholomay, Mrs. Potter Palmer, Mrs. Charles Percy and Mrs. Thierry McCormick.

FRIDAY'S fair weather brought out hundreds of women in their best autumn outfits and enough mink stoles to make a fur fashion show in themselves. Many of the women strolled to Medinah Temple from nearby restaurants and clubs including the Woman's Athletic Club and the Arts Club that were filled for luncheon.

The Casino attracted its usual big luncheon group with a preponderance of Lake Foresters. Mrs. C. Louis Meyer, whose daughter Mrs. C. Foster Brown Jr. models a fur coat in the show, had a table of friends as did Mrs. Stanley Keith, Mrs. Clarence Prentice, Mrs. Errett Van Nice, Mrs. John G. Searle and Mrs. Charles C. Renshaw.

Fashion show watching is the biggest diversion on the benefit scene, and Friday's fashion extravaganza marked the high point in this pursuit, as practiced here by Mrs. Joseph Z. Burgee Jr. (left) and Mrs. John Kinkamp. A total of 8,000 seats were available for the two Presbyterian-St. Luke's performances and tickets were still being sold from the Medinah box office shortly before curtain.

BACKSTAGE before the show, the basement of Medinah Temple was its usual scene of clothes madness. Women in elaborate hairdos and heavy make-up, relaxing in bathrobes; other models examining racks of beaded evening gowns and furs; fashion show committee members checking models into the make-up and deliveries of clothes to the proper stand.

Late in the afternoon a number of models, still wearing make-up, expect to slip out of Medinah to join their husbands for cocktails and then return for the evening show.

A number of husbands are getting together for stag dinner — some at the Racquet Club, others at the Kungsholm — before seeing their wives on the runway. Husbands are a rare sight at the afternoon show so many will be viewing their wives as models for the first time.

Among the ticket holders for the afternoon show are Mrs. Rawleigh Warner, Mrs. Cyrus Hill, Mrs. Charles V. Hickox, Mrs. Clive Runnells, Mrs. Donald McLennan, Mrs. J. Leslie White, Mrs. Edwin Brashears, Mrs. Dexter Cummings, Mrs. John S. Schweppe and Mrs. Philip R. Clarke.

CHATTER . . .

The John J. Markhams are centering their fall trip abroad on a 10-day stay in Cairo. They arrived there Friday after several days in Zurich. Before flying home Oct. 10, they will spend three days in Paris.

LEADING WOMEN members of the Immigrants' Service League will meet Monday at a site familiar to volunteers of the organization since the League's founding in 1908—the Dearborn Street railroad station. Chaired by Mrs. Dagget Harvey, they will plan the annual awards luncheon scheduled for Oct. 9 in the Pick-Congress Hotel.

Among the planners will be Mrs. David M. Sweet, Mrs. Fairfax M. Cone, Mrs. C. Nicholas Johnson Jr. and Mrs. Calvin Sawyier.

YOUTHFUL VOICE entertaining guests at the Stritch School of Medicine's annual award dinner will be that of 16-year-old Robertino Loretti of Rome—already acclaimed by European audiences and making his singing debut in America. The $250-a-plate black tie party is Nov. 26 in the Conrad Hilton Hotel.

MR. AND MRS. David Hurst Stevens (Virginia Atkinson) of Northfield, welcomed their second child and first son, David Jr., Monday. He was born at Ingalls Memorial Hospital in Harvey. Grandparents are Mr. and Mrs. George B. Atkinson of Northfield and Mr. and Mrs. Keith C. Stevens of Conneaut, Conn.

Two of the most popular models in the Presbyterian-St. Luke's fashion show, Mrs. James Alsdorf (standing) and Mrs. Charles M. Dering discuss their runway roles. Friday meant a long day for the women who had to be at Medinah Temple by mid-morning to have their makeup applied. They are appearing in both the afternoon and evening performances.

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Unsung Heroines All

Mrs. DeWitt W. Buchanan Jr. (left) and Mrs. John T. Landreth, are mannequins; Mrs. John A. Berkey II, a fashionable spectator.

One hundred socialite mannequins and 96 members of the woman's board of Presbyterian-St. Luke's Hospital make up the production staff and cast of one of the most remarkable fashion shows in America.

Over the years this once-a-year event has netted more than $1,000,000 for the hospital. Many of the women fill two roles, as backstage workers and as hostesses of box parties that see the show from out front.

Some of the key workers have never seen the performance except from the wings; others spend the whole time in the basement dressing rooms of Medinah Temple. They are on duty by 9 a.m., have a second cup of coffee at their posts, eat luncheon from a cardboard box and have their suppers there on card tables.

By midnight they have put in quite a day. Also on all-day duty are the Pinkerton detectives who guard the jewels, the makeup experts who bead eyelashes, touch up lipsticks and wield hairbrushes; the production veterans who check in models, direct them to their dressing stations, line them up in the order of their stage appearances and shoo them off to the press department to be photographed. They are the unsung heroines of the day.

Mrs. Homer Hargrave Jr. (foreground) has a mannequin's role in the show; Mrs. Malcolm Boyle Jr. (left) has the pleasure of watching her 6-year-old daughter Mallory modeling, and Mrs. William Wrigley is a spectator.

This trio of workers for the Crusade of Mercy are giving all of their time today to P-St. L. Mrs. Robert Elson (left) is checking mannequins; Mrs. Gardner Stern and Mrs. Mark Willing are box holders.

In "Daughters Are for Dreaming" Mrs. Joseph O'Neil Jr. plays the grown-up daughter, whose wardrobe is perfection.

The biggest responsibility rests upon the shoulders of Mrs. William S. North, fashion show chairman.

It wouldn't be a Presbyterian-St. Luke's fashion show without Mrs. John A. McGuire (center), shown here with Mrs. John E. Middleton (left) and Mrs. James Alsdorf.

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

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SEP 28 1963

SOCIAL CHICAGO

P.-S.L. Fashion Fans Are Loyal

By Adeline Fitzgerald

If the audience which packs the Medinah Temple for the annual Presbyterian-St. Luke's fashion show has a common denominator it is loyalty. Devotion to the merged hospitals and to the mannequins.

If you are a devotee of this event, you can pretty well guess who your neighbors in the audience will be. For some at Friday's show it was a 37th annual performance. And, by the direction from which the most applause comes, you can spot the family parties.

FOR INSTANCE, when tiny Helen Hummer came on, in a smocked print dress with matching bonnet and purse, followed later by her mother, Mrs. Philip Hummer, in a beautiful evening gown there was a boxful of their kinfolk out front. Heading that rooting section was Mrs. Edward N. Hurley, and Mrs. Hurley's daughter, Mrs. Harris Haywood, hatless and in pink tweed; Mrs. Hurley's sister, Mrs. James E. Baggott and her daughter Mileste O'Connor and daughter-in-law, Mrs. John T. Benedict.

At the evening performance, applause for the Hummer girls came from mother and grandmother, Mrs. Frederick L. Spencer, and husband and father, Phil Hummer. Little Helen is Mrs. Spencer's namesake.

Representing lifetime loyalty to P.-S.L. were Mrs. I. Newton Perry and Mrs. John A. Stevenson. Mrs. Perry remarked, a little wistfully, that she had worked on 35 of the 37 shows. These veterans have mixed emotions about being audience instead of crew. But many of the original group which launched the St. Luke's fashion show in 1926 now support it as boxholders.

When it became known that Vogue would be covering the audience at the evening show, (the only Chicago event this year to be recorded on its sleek pages), more than one woman switched from a little black dress to a light brocade.

Again this year, it was the children who ran away with the show. Proud mothers and grandmothers listened to the comments: "Weren't those little boys adorable in the military outfits?" (They were Nicky Johnson Jr. in a Paris Polytec' uniform and Dr. Charles Nadler's junior in an authentic miniature of a St. Cyr uniform and plumed kepi.)

And "Didn't you love that flowered dress with pinafore and bonnet?" (The size 3 wearer was the junior Donald Hannahs' Daryl.)

FROM HER BOX at the afternoon performance Mrs. Huntington Henry watched her granddaughter Shaun Cudahy make an impressive turn around the big stage. On Jan. 4, in Lake Forest, she will be seeing Shaun become Mrs. Andrew K. Block.

In the show, "Daughters Are For Dreaming," Shaun shared the stage with Andrew's mother, lovely Maggie Block (Mrs. P. D., Jr.), who came on as a model playing the part of a model in the scene where the stage mother (Mrs. J. Harris Ward) and her daughter, Mrs. Joseph O'Neil Jr., go shopping together. Shaun's father, Michael Cudahy, had a box for the evening performance.

Other box parties scrutinized by Vogue were those of Mrs. Bruce Borland, the Percy B. Eckharts and his daughter, Mrs. Thomas R. Coyne, the junior John T. Piries, John V. Farwells III, Lester Armours, Mrs. Mark Willing, Henry Faurot Jr. and Mrs. Patrick A. Valentine.

Award Gala

TWO NEW DATES on the 1964 calendar: On Jan. 17 in the Guildhall of the Ambassador West, the Sarah Siddons Society will confer its 11th anual award on Julia Meade as Chicago's Actress of the Year. And, on May 21, the Women's Board of the Rehabilitation Institute of Chicago will hold a dinner dance at the Drake Hotel.

Mrs. Loyal Davis, chairman of the board of governors of the Sarah Siddons Society, announces that the Award Gala begins at 6 p.m. with the arrival of Miss Meade to join the governors in the receiving line: James W. Alsdorf, Mrs. Arthur I. Appleton, Leigh Block, John R. Bogardus, Patrick H. Hoy, Mrs. Brooks McCormick, Mrs. Howard Benton Meyers, Joseph Nellis, Mrs. Max Pray, George Rich III, Mrs. Rockefeller Prentice, Mrs. George Shanor and Jerome S. Weiss.

News Of Nubia

ON THE NIGHT of Oct. 2, in Breasted Hall of the Oriental Institute at the University of Chicago, Professor Keith C. Seele, who headed the Institute's expedition to Egypt's Nubian desert, will report to members of the Institute at a black tie dinner.

Typical of the short brocades at the evening show was Mrs. Wesley Dixon Jr.'s blue floral. She had cocktails and supper with a young group at Kungsholm.

Mrs. Allen Stults (left), the T. Miller-Thompsons and Mrs. Raymond Galt were a dressy foursome at the evening performance, the ladies all in short pastel brocades. (Sun-Times Photos by Carmen Reporto and Charles Gekler)

Mrs. Frank Lowden Madlener at the afternoon performance of "Daughters Are For Dreaming."

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SEP 28 1963

The Social World... Fashion Show

Arrivals

Dazzle

By Lois Baur

Onlookers

THE RED CARPET WAS LAID. The chauffered limousines queued up in a line which stretched half way around the block. There were flowers, flags, and klieg lights. Husbands were out in droves. So were entrance makers, photographers, reporters, and sidewalk spectators.

It looked and felt like opening night at the opera—with many elbowing to stay on the red carpet.

But Friday evening's gigantic colossal spectacular at Medinah temple was the first Presbyterian-St. Luke's fashion show we've seen in which a CTA bus pulled up in front of the red carpet.

ITS CARGO? Female employes of Northern Trust Co. who were treated to balcony ducats by Solomon A. Smith. He's chairman of the bank's board and daddy of Mrs. George S. Chappell. She's president of the hospital woman's board.

Since this was the first evening performance of the St. Luke's classic in some years, the show committee hoped its main floor audience would be inspired to wear black tie and long gowns. Such sights were few and far between. So also were the occupants of the seats. It was not a sellout.

But that didn't mean there wasn't a lot to see—outside before the show. Two women, Rose Lee and Eileen Tighe, went to the matinee, then came back in the p. m. just to watch the crowds arriving.

LENDING ELAN to the curbside scene was the arrival, in a flurry of French perfume, furs, chauffeur, diamonds, and gold brocade, of the Lloyd Yoders, the Nathaniel Leverones, and the George W. K. Snyders—Millis Snyder looking like a million in an ensemble of gold brocade which might have cost a million. They had dinner earlier in the Casino.

For flair, an entrance which had the lookers goggle-eyed, there was Mrs. William B. Cudlip of Grosse Pointe, Mich. She was a stunning sight in silver and ankle-length green wool with a dramatic shocking pink stole—and for her entrance she had two stunning men: her husband and her son-in-law, John Jenkins. John's wife was debuting in the show.

IT WAS a night for look-a-likes. Mrs. Cudlip looked like Tallulah Bankhead—Mrs. J. Alan James of New York City looked like Jackie Kennedy—and Don Hannah was a J. F. K. type.

Then, as added attractions for the gawkers, there was Mrs. Albert Hopkins who walked in with a flower-bedecked cane. . . . Louis Ellsworth Laflin who showed off the hole in his tuxedo pants . . . the John Zicks, she as radiantly beautiful as a Miss Rheingold . . . and two dashing fellows who gave their names as John Tall and Henry Large.

TEN MINUTES before showtime, the red carpet was a wild melee of traffic. Everyone running in at once—Mrs. Frederick Spencer on the arm of her son-in-law, Philip Hummer; the Thomas Burkes and the George M. Shanors [she wearing gold kid gloves]; Bowen Blair, George Rich III, Ike Sewell, and John Millikens from Su Casa down the street; the Charles Sturgises; and spies from Omaha, Neb., where they have patterned a hospital benefit fashion show along St. Luke's lines, the Howard Agees and the Charles Durhams.

INSIDE SHOWTIME the stage applause getters were, for the litle girls, Helen Hummer and Mallory Boyle, and for the big girls, Mrs. Charles B. Davies. The boys in the audience really came to life when she walked around in a Marilyn Monroe - type gold sheath. It was obvious the boys don't go for the polite Junior League type of figure.

Other stage favorites with the boys — perhaps because the girls are beautiful, also because they have that old pizazz when it comes to walking—were Mrs. Silas Cathcart, Mrs. Hill Blackett Jr., Mrs. George Rich III, Mrs. Edward H. Cochrane, Barbara Elson, and Susan Lennox—she's a look-alike for Doris Day.

A BIG hand went out for Mrs. Vernon Armour and when St. Luke's veterans, Mrs. T. Clifford Rodman, Mrs. William T. McIlvaine, Mrs. Ike Sewell, and Mrs. James Pope made their appearance there was tremendous applause.

Our favorite comment was that made by Mrs. William North during the intermission when the door prize drawings were held.

"Will the lucky number please report to Mrs. Bodman in the basement to claim her sable boa?"

Quite a crowd gathered around the soft drink bar — including the Gardner Sterns looking so very dashing, she in black velvet and white satin, he just looking handsome.

For others — like Vernon Armour—intermission meant just time enough to dash over to Pizzeria Uno for a quick beer.

AS THE great moment approached an announcement came over the mike: "Remember, girls, smile, always smile, and look up at the balcony, and please be QUIET!"

• ANDY FRAIN "sailor" Kevin Kane helps Mrs. George W. K. Snyder alight from the limousine for Friday evening's Presbyterian-St. Luke's fashion show. Tho p. m. performance was not as well attended as matinee, it attracted a mob of sidewalk spectators.

[CHICAGO'S AMERICAN Photos by Al Phillips]

• THIS CHEERING section at the St. Luke's show Friday evening included (from left) James A. Cathcart, George Chappell Jr., and his son George Chappell III. In another male rooting section John Dole III had bought a block of seats for husbands of models.

#47Cele 1963-59

SOCIETY IN CHICAGO

Is the Extra Style Show Worth It All?

BY PATRICIA MOORE

Now that an evening performance of the Presbyterian-St. Luke's fashion show has been given, will it be re-established as a yearly custom?

Mrs. George Chappell Jr., president of the hospital woman's board, and Mrs. William S. North, fashion show chairman, wouldn't venture a guess Friday evening in Medinah Temple.

"We will have a meeting next week to talk it over," Mrs. North said. "There are many factors to consider."

Friday marked the first time two shows have been given since before World War II.

THE PRIMARY consideration would be, "Does a second performance raise more money for the hospital?" That it obviously does, since Medinah Temple was close to two-thirds filled Friday evening.

Another factor is the considerable amount of extra work. Mrs. Samuel Bodman and her properties committee were at the temple before 9 a.m. Friday, finished picking up about 11 p.m. and were due back Saturday at 8 a.m. to meet the movers who pack up dressing tables and other gear.

FEW PERSONS directly involved in the show had the energy to go on the town after the evening performance and a number of Lake Forest husbands, including William C. Douglas, Vernon Armour and Thierry McCormick, stayed long enough to see their wives in the first half of the show and then squired their wives home. The men had early golf dates Saturday in Onwentsia's Pow Wow tournament.

Mrs. McCormick received a great hand of applause on stage—partially a thank-you gesture from the husbands who enjoyed her hospitality at a cocktail party before the show. The McCormicks and Mr. and Mrs. William B. Davies invited the men and their modeling wives for drinks at the Near North Side apartment of Mrs. McCormick's mother, Mrs. Kenneth Bahe. When the women went back early to Medinah Temple, the men adjourned to the Racquet Club for dinner.

NO ONE put in more mileage Friday than Charles H. Percy, looking very much like a political candidate. He saw his wife model at the afternoon show and, because it was his 44th birthday, he dropped by the press room with a birthday cake for all.

He and his wife stopped by both the McCormick party and the Kungsholm restaurant where another group of husbands gathered and then he went on to Evanston Township High School where he was giving a speech.

At the Kungsholm, Hill Blackett Jr. was having fun asking friends, "Have you met my mother, Nancy?" His pretty wife's blond hair was sprayed gray for the fashion show and everyone was doing a double take at her.

Seeing Nancy in a Presbyterian-St. Luke's fashion show was old hat to Blackett, who has been to several, the first time when Mrs. B. was the bride in the feature scene.

IN THE HOURS between the afternoon and evening show, Mrs. David B. Peck III and Mrs. William C. Douglas went art gallery browsing, Mrs. Silas Cathcart and Mrs. Vernon Armour went to a movie and Mrs. William C. Bartholomay took a nap.

Miss Cornelia Conger, who has been manning the models' check-in desk for many long years and had been on duty at 9 a.m., said at 8 p.m. that she had taken an hour off between shows. "I went home and had a cocktail," she announced triumphantly.

The largest single party at the evening show came directly from dinner at the Harlequin Room and included the Morrison Wauds, the Augustin Harts, the Appleton Masons, the Volney Fosters, the George Ishams, the Corwith Hamills and Mr. and Mrs. Calvin Fentress Jr. During intermission Mrs. Fentress was complimenting Emilie Brown on her runway poise.

Mrs. Frederick L. Spencer went to both performances—in the afternoon with friends and in the evening with son-in-law Philip Hummer whose wife and daughter Helen were modeling.

RUNWAY memories: Mrs. J. Harris Ward's expert delivery of her lines as the mother of the "Daughters Are for Dreaming" theme . . . the applause for Mrs. Ralph Ellis in theater coat and matching dress, Mrs. Edward Cochrane in slinky orange jersey and Mrs. Arnold Horween in stunning long purple coat and brocade gown . . . Mrs. James F. Ott's detached air . . . teen-aged Ellen Foster's poise . . . Mrs. Alexander Cochrane Jr.'s easy manner and smile . . . Mrs. David Peck III's white mink-lined apres ski coat.

LEFT — "You don't want a picture of me," Wesley Dixon Jr. was saying to a society reporter as he and his wife arrived at the Friday evening performance of the Presbyterian-St. Luke's fashion show. The evening show brought forth a scattering of formally dressed spectators, but largely it was an audience of men who went directly from office to dinner with their wives and then to the show.

RIGHT — John R. Siragusa was in a happy mood when he escorted his wife, a model in the fashion show, to a cocktail party at the Kungsholm. He stayed for dinner but Mrs. Siragusa only had time for a drink before returning to Medinah Temple to prepare for the evening show.

#47662 1963-64

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WOMEN'S WEAR DAILY, WEDNESDAY, SEPTEMBER 11, 1963

Fashion: Rebellion Within Limits, Says Chicago Store

By GENEVIEVE BUCK

CHICAGO. — Mediocrity is a word foreign to every facet of N. H. Rosenthal Furs.

They enjoy having firsts... designing and producing their own fashions... offering individuality ... stocking quality furs in depth and variety... giving the ultimate in personalized service—factors that have made them one of the best known fashion fur salons in the country.

The salon has had a fashion image for years—the job of maintaining it has been up to Shirley Cooper, president and daughter of the firm's founder, and Aaron Cohen, partner and vice-president.

Mrs. Cooper says, "Maintaining a fashion image isn't difficult, if you're progressive"—points to various factors that she and Mr. Cohen believe make Rosenthal a fashion salon:

- Quality—"Aaron's knowledge of skins and workmanship is limitless. There's precision and artistry in his work from selecting skins to putting the finishing touches on a garment."
- Individuality—"You can't accept what a manufacturer offers you—and everybody else. You have to separate yourself from others through fashion and quality... we try to have the different—but salable."
- Service—"Encourage customer loyalty; give them more than what they expect," they say.
- Depth of stock—Mrs. Cooper and Mr. Cohen maintain that doing a fashion business is impossible without an enormous inventory. For example, a customer who wanted to look at a ranch mink coat could select from 25 to 30 variations, each different in some way. Unusual furs—from tiger and lion, jaguar and leopard on through rabbit or raccoon, or more off-beat, are in stock—not only on hand for fashion shows.
- Prestige signature—Rosenthal's little white pearl sewn on each label helps that aura of distinction... as does its band of velvet or other harmonizing fabric bordering the lining of each coat or jacket.

Both Mrs. Cooper and Mr. Cohen stress individuality and quality as **THE** important factors... feel that being different makes Rosenthal the firm that it is.

"We don't defy convention to the point that we'll wind up with lemons... but... we've been doing the layering that's prevalent in the rtw market for years... we've been selling casual fun furs—before they became known as sportive..." Last year, Aaron designed a white broadtail sleeveless overblouse for Shirley's own use—before such an item was on the market.

"We learn from our customers —are receptive to their ideas. We began lining broadtail with nutria long ago, when customers remarked about broadtail's lack of warmth... we designed and sold gilets and ascots of fur to fill in some of the stand-away necklines.

"**AARON WORKS** with toiles from Europe, with patterns from the market, adding a detail, perhaps from a cloth item... we combine patterns... attend the early couture openings, because we know our furs are going to be worn over those clothes... and to perhaps recognize a detail that would work up in fur... we're not adverse to trying furs that are forgotten, if they're pretty and flattering."

Long-timers are not unusual with the firm, where the majority of workroom through sales personnel have grown up in the fur business. A third generation member of the family team is Shirley's son, Skip Welfeld.

The firm does little newspaper advertising, depends upon reputation, word of mouth, and some direct mail... what promotion there is, is personalized and prestige. There is no emphasis on price, rarely even a mention of it.

Showings of the new collection are held each fall at an afternoon and cocktail presentation, plus a separate press showing. All invitations are handwritten, to increase the personalized feeling. The firm participates in a limited number of prestige fashion shows, such as that of the Chicago Fashion Group, and the traditionally spectacular Presbyterian-St. Luke's fall show.

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SOCIAL CHICAGO

Ontario Street A Fashion Center

By Adeline Fitzgerald

In the lull between Friday's matinee and evening performances of the Presbyterian-St. Luke's fashion show, Ontario St. is the social center of town. Doormen at the Woman's Athletic Club and the Kungsholm restaurant have a first view of much of the evening elegance that will fill Medinah Temple at 8:30. As the nearest dining places they are packed for the cocktail and dinner hours.

When it became known that Vogue would be covering the audience at the evening show, (the only Chicago event this year to be recorded on its sleek pages), more than one woman switched from a little black dress to the new beaded number she was saving for the opera opening or the Mental Health Ball.

THE CROWD which poured out of the temple after the matinee was a fashion parade in itself, establishing, for one thing, the importance of fur hats for fall.

Again this year, it was the children who ran away with the show. Proud mothers and grandmothers listened to the comments: "Weren't those little boys adorable in the military outfits?" (They were Nicky Johnson Jr. in a Paris Polytec' uniform and Dr. Charles Nadler's junior in an authentic miniature of a St. Cyr uniform and plumed kepi.)

And "Didn't you love that flowered dress with pinafore and bonnet?" (The size 3 wearer was the junior Donald Hannahs' Daryl.)

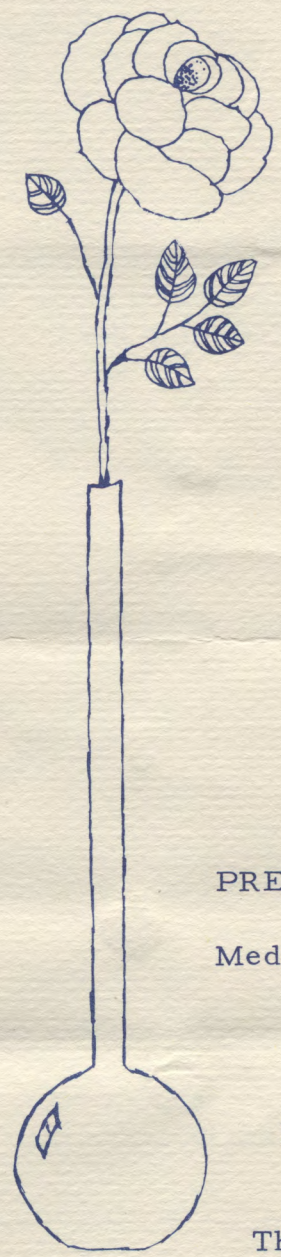
For all their youthful simplicity, the children's fashions were among the most sophisticated and expensive in the show. They were all made in France, and keyed to Carson Pirie Scott & Co.'s Vive La France promotion.

The boy and girl ensemble worn by Helen McSweeney and Frank Sims Jr. (a young man of enormous aplomb) were originally designed by Jacques Heim for the wedding of his son, Phillipe, in Paris; the page boy's, a white silk dueling shirt collared and cuffed in lace and long pants of red velvet; the little girl's, an Empire-waisted tunic dress of ruby-red velvet with white lace petticoat.

FROM HER BOX at the afternoon performance Mrs. Huntington Henry watched her granddaughter Shaun Cudahy make an impressive turn around the big stage. On Jan. 4, in Lake Forest, she will be seeing Shaun become Mrs. Andrew K. Block.

In the show, "Daughters Are For Dreaming," Shaun shared the stage with Andrew's mother, lovely Maggie Block (Mrs. P. D., Jr.), who came on as a model playing the part of a model in the scene where the stage mother (Mrs. J. Harris Ward) and her daughter, Mrs. Joseph O'Neil Jr., go shopping together. Shaun's father, Michael Cudahy, has taken a box for the evening performance.

Other box parties being scrutinized by Vogue this evening will be those of Mrs. Bruce Borland, the Percy B. Eckharts and his daughter, Mrs. Thomas R. Coyne, the junior John T. Piries, John V. Farwells III, Lester Armours, Mrs. Mark Willing, Henry Faurot Jr. and Mrs. Patrick A. Valentine.



You are cordially invited
to attend the

WOMEN'S PARTY
Friday, September 27, 1963

AMBASSADOR WEST
1300 North State Parkway

GUILDHALL
Social Hour 5:30 p.m.
Dinner 6:00 p.m.

PRESBYTERIAN-ST. LUKE'S
FASHION SHOW
Medinah Temple 8:30 p.m.

Dinner and Entertainment
Compliments of

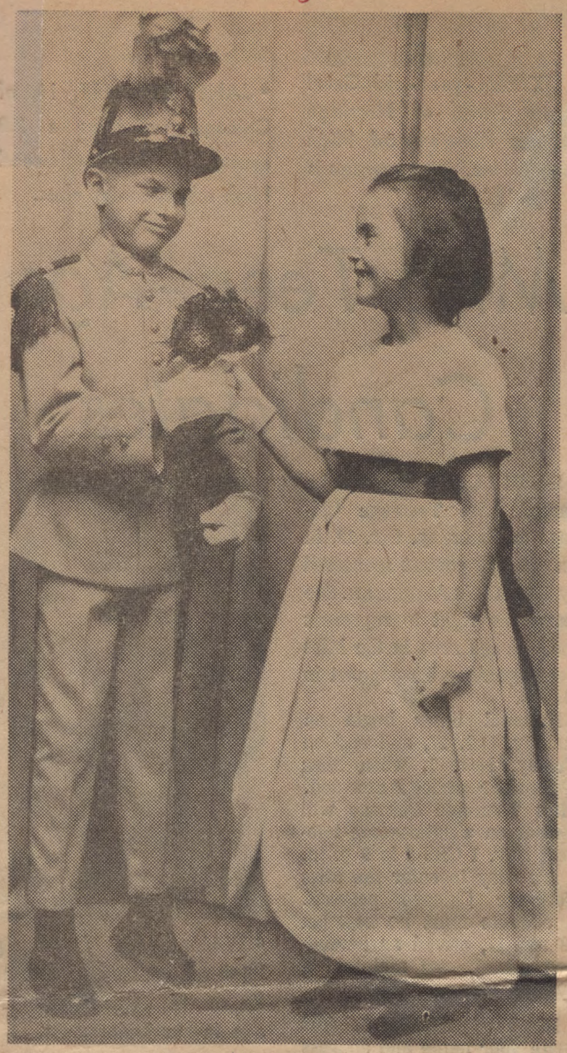
The Northern Trust Company

#47666 1963-61

Glamorous Fashions Spark Show

Chicago American Sept 28, 1963

Commentary by Jean Cameron



• ABOVE, Young Charles Nadler and Leslie Miller took time off from second grade in Latin school to model for Carson Pirie Scott & Co. Little Miss Miller was dressed haute couture fashion by Lanvin in pale yellow. Master Charles was cocky in a plumed hat and a miniature military suit by Madame Boyance in Paris.

• UPPER RIGHT, Mrs. Walter Cherry Jr., who has been modeling in the Presbyterian-St. Luke's fashion show for 23 years, wore Monte Sano's imported woolen suit in giant checks of green and pumpkin from Frances Heffernan.

• LEFT, Mrs. Michael Van Burēn wore Hubert de Givenchy's beautiful bridal gown elegantly traditional, in white moired faille. Her headpiece, encircled with sparkling jewels, held a cascade of illusion veiling which fell to the floor in a wide train. Right, Mrs. George Poole, a bridesmaid, wore pale yellow faille with a matching headpiece and carried freshly picked yellow roses. From Marshall Field & Company.

#47606
1963-62

[TRIBUNE Staff Photo

Some of the fashions which were paraded in annual Presbyterian-St. Luke's show on the vast stage of Medinah temple yesterday. 1. Mrs. Rostislav Romanoff models long strapless evening gown with snowy ermine bodice and sienna chiffon skirt. 2. The brilliant costume of lemon-ice suede, worn by Mrs. Phelps Swift, features

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a dashing reversible poncho. 3. One of the attention-getters in the show was this trench coat of black Tanganyika leopard with matching jaunty hat, modeled by Mrs. James Goff. 4. Mrs. Philip D. Block Jr. shows coat of white tweed flecked with black, with matching dress. *(Story in Women's section)*

#47660 1963-63

Chicago Tribune
SATURDAY, SEPTEMBER 28, 1963

Children Spark Up Presbyterian-St. Luke's Show

Sketches by Margot, Tribune artist, of some of the highlights paraded in Presbyterian-St. Luke's fashion show at Medinah temple. From left: (1) Trend to floor lengths for evening is typified by Philip Hulitar's opulent ball gown of coral velvet with strapless bodice solidly beaded in coral, pearls, and rhinestones, modeled by Mrs. John Dern Jr. (Saks Fifth Avenue). (2) Crusader helmet of black lace and tulle hand-beaded in looped pattern was worn by Mrs. George M. Keller and designed by Bob Greene for Irene of New York (Chas. A. Stevens & Co.). (3) Givenchy of Paris, who designed wedding party (Marshall Field & Company), chose lemon ice taffeta-faille for young, beautifully-cut bridesmaid's gown, shown here on Miss Elsie Anne MacDonald. His fabric choice for simple, traditional bridal gown, modeled by Mrs. Michael Van Buren, is white moired faille. Chignon cap headpiece circled with sparkling diamente anchors the yards of tulle veil. (4) Frank Sims and Helen McSweeney played roles of attendants at French wedding in costumes designed by Paris Couturier Jacques Heim for his own son's marriage (Carson Pirie Scott & Co.). Boy's high waisted red velvet pants are topped by white silk dueling shirt. Helen's dress is Empire-waisted tunic design of red velvet hemmed in white lace. (5) Mrs. Ross Siragusa Jr.'s theater suit of black velvet by Jean Louis has surprise T-shirt overblouse of glittering crystals and bugle beads (Stanley Korshak). (6) Opera cape-coat of royal blue velvet sweeps dramatically over Mrs. Arnold Horween Jr.'s Bianchini brocade ball gown designed by Ronald Amey for Burke-Amey (Couture Ltd.).

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

Tribune
Chicago, Ill.
Morning Circ. 907,570

SEP 28 1963

Famed Fashion Show Has a Dreamlike Setting

BY ELEANOR PAGE

"IT'S TO PRODUCE that dreamlike feeling," explained a stage hand as he opened the curtain on the 37th annual Presbyterian-St. Luke's fashion show yesterday afternoon in Medinah temple.

The scene revealed was of clouds in a green-blue sky painted on a backdrop, and it effectively set the scene for the "Daughters Are for Dreaming" theme of the show. The performance was repeated last night before a crowd of enthusiastic husbands, beaux, fathers, and brothers—as well as career girls who have been prevented in recent years from seeing the show because of working hours.

1st, a Breakfast Scene

The show opens on a breakfast scene where the mother, Mrs. J. Harris Ward, after seeing three sons off to school, begins dreaming of what it would be like to have a daughter! And it is this dream which carries the show thru to its conclusion in anl elegant ballroom setting.

First models on were a baker's dozen of children clad in costumes specially created in France for the show and for Carson Pirie Scott & Co.'s "Vive la France" exhibit now in progress. Ten little girls fulfilled the mother's dream of dressing a little daughter; three small boys bravely joined the fray. They were Frank Sims, Charles Nadler, and C. Nicholas Johnson III. Frank and Helen McSweeney modeled the boy and girl costumes designed by Jacques Heim for youthful attendants in the wedding of his son.

Shopping Scene

The backdrop of toys designed for this colorful interlude gave way to a shopping scene during which Mrs. Ward and her "daughter," played by Mrs. Joseph O'Neill Jr., shopped for debutante clothes. This provided the perfect opportunity for a group of "mothers and daughters" to show gowns suitable for both generations at debut parties.

Next the scene shifted to a shipboard setting. Daughter had been such an exemplary deb that she was given a trip to Europe.

Playing the role of the ship's captain, so they said, was an official of the Cunard line, which with the Pepsi-Cola company underwrote the staging of the show.

Once across the Atlantic, the fortunate post-debutante whips off to a Swiss chalet for skiing, and naturally a collection of ski and after-ski clothes were promenaded. The chalet opened up into a chapel for the bridal scene which ended the first half of the show.

Becomes Executive

The former debutante had turned into an executive for the opening scene of the second half of the show. Thru a picture window in her office one had a view of Chicago's skyline. Next she goes Broadway, and the setting is of a theater marquee. Finally comes the ballroom scene.

At least one dress on the runway will not be for sale in any Chicago shop today. It was the stunning sheath with low flounce Mrs. Ike Sewell had made out of gray wool to wear with a handsome coat of Norwegian blue fox, worked horizontally. The coat reversed to gray and gold brocade.

Mrs. George M. Keller Jr. was wearing her own dress, too, but it didn't show. It was a black sheath which she put on under the dramatic full length evening coat of black satin that she modeled. "I needn't have bothered having my hair done," she joked just before going on stage. That was because she wore a Cleopatra type headdress of black beading and sequins which completely covered her own blonde locks and fell shoulder length in back.

Fabulous Jewels

For a few minutes in the afternoon and again in the evening, Mrs. Faurot Bennett and Mrs. Mark S. Willing were worth a cool $250,000 each! They were showing jewels from Spaulding & Co., Mrs. Willing emeralds, and Mrs. Faurot diamonds and rubies, including a $132,000 17 carat pear shaped diamond set in a ring. It is one of the outstanding such stones in the country.

Mrs. George Rich III and Mrs. Charles H. Foster shared $110,000 worth of rubies and diamonds, designed and owned by the Juergens and Anderson company. Especially charming was the diamond flower pin clipped to Mrs. Foster's dress —and especially stunning were the pendant necklace and $34,000 pear shaped diamond ring Mrs. Rich wore!

Some models managed to become oblivious to the surroundings in the dressing room. Mrs. John S. Jenkins did her needlework with unconcern as hat boxes and tissue paper were piled up about her; Mrs. Thatcher Waller propped her slippered feet on the next chair, and opened up a news magazine.

The show was the 37th production in the series which has raised more than one million dollars for the hospital. It was the first since World War II that had both afternoon and evening performances. Twenty-two exhibitors took part, showing their finest in gowns, jewels, furs, and accessories.

Detectives were on hand early yesterday as the fashions were delivered to the basement of the temple. Make-up experts [15 in all—six from New York City] were on hand for the first make-up job begun at 9 a. m.

Basement Dressing Room

Mrs. Samuel Bodman, Mrs. Herbert C. DeYoung, and Mrs. Charles Carter Smith Jr. were in charge of converting the basement into a huge dressing room, a job that started Wednesday. Additional telephones were installed, extra lighting connections brought in, a sound system installed for the dressing room and back stage, and furnishings and draperies for background in the photographers' room were put in place.

In all, 96 members of the woman's board of the hospital were actively involved in putting on the show. There were nearly 100 mannequins, including 82 women, 14 children, and two teen-agers. Also, some men! Three hundred box luncheons were provided, and a hot buffet supper was planned for 250.

General chairman of this giant undertaking was Mrs. William S. North. Archie Lang directed the show, and TV's Lee Phillip served as commentator.

Mrs. Cecil C. Draa and Mrs. William F. Drews had the all-important job of ticket chairmen, with 8,000 seats to sell [4,000 in the afternoon, the same number for the evening performance]! Co-chairmen of the box committee were Mrs. Burton W. Hales and Mrs. T. Lloyd Kelly.

Strong Support

The show receives support from the entire hospital. Most of the trustees took boxes. The doctors' wives, led by Mrs. Pierce Theobald and Mrs. Thomas Coogan, volunteered to sell programs at the performances. The nurses took part in the intermission program.

George S. Chappell Jr. and William S. North, husbands of the president of the women's board and of the fashion show chairman, gave a luncheon in the University club for Vincent A. Demo of New York City, deputy general manager of the Cunard Line, K. C. Shreiner of the company's Chicago office, and Eugene Biesel of Pepsi-Cola. This masculine group occupied two boxes at the afternoon show.

While models and committee members supped from a hot buffet in the basement of the temple, husbands and beaux dined in the Kungsholm restaurant before taking their seats in the temple. Mrs. Eric Oldberg, who arranged the sea scallops and beef tenderloin dinner the Casino served, dined in the temple.

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Leader
Wheaton, Ill.
Weekly Circ. 3,200

OCT 10 1963

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"Daughters Are for Dreaming" — Marvelous

That's the comment of Mrs. Kenneth C. Schreiner, 312 South Erie street, who with guests Mrs. Kenneth Bauman 820 Stoddard avenue, and Mrs. Ruby Billingsley, 318 North Scott street, occupied a box at the annual Presbyterian-St Luke's benefit fashion show. The show which was held at the Medinah Temple in Chicago was co-sponsored by the Cunard Steamship line and Mrs. Schreiner is manager of Cunard's Chicago office.

The theme of the show was "Daughters Are for Dreaming," the story of a dream daughter from early childhood to her debut and wedding. The doorman at Medinah temple was dressed as a Cunard sailor and the part of a ship's captain in one of the scenes was actually played by a Cunard executive, Howard Ohlson of Wheaton.

#47666 1963-65

Fashions Are Beautiful in Annual Parade

Sept 28 — Tr. June

BY ELEANOR PAGE

(Additional pictures on back page)

THE PRESBYTERIAN-St. Luke's fashion show got off to a sticky start yesterday afternoon in Medinah temple when microphones were not operating properly. The audience failed to hear the dialogue between Mrs. J. Harris Ward as the "mother," her husband, and three boisterous sons [played by professionals]. Most of her soliloquy on the joys of having a daughter—a perfect daughter—were lost.

But at the second performance last night, everything was working smoothly, and a script which seemed limp and dull in the early show took off with a whoosh. Encouraged by whistle's wolf calls and resounding applause, the models relaxed, and everyone on stage as well as off, had a ball. Mrs. Ward, who struggled against odds in the earlier show, and her "daughter," Mrs. Joseph O'Neill Jr., played their roles with charm and verve.

'Perfect Daughter'

The show was built around scenes telling of the life of that "perfect" daughter. Naturally she made her debut, traveled to Europe, was married, became a top business executive, and, in a surprise ending at the Inaugural ball, was introduced as the President of the United States.

In the afternoon performance, many felt that the "Daughters Are for Dreaming" sequences were a drag. But at both performances all were enchanted at the large cast of children who appeared in the first scene.

The expressive way tiny Helen Hummer used her white gloved hands, the authoritative turns made by Charles Nadler in his military costume and the jabbing punches he gave his partner, Leslie Miller, when it was her turn to pirouette, and the composure with which Frank M. Sims Jr., a fashion show veteran at 7, led Helen McSweeney on their rounds of the stage, brought roars of amusement and applause.

Unfortunate Wig

Hairdos were on the far outside, and some wigs were noted, especially a blond one which added no glamor to the child handicapped by it. Fortunately it was removed for the evening performance and her own sweet blond hair was visible. It took three and a half hours of back combing to tease Miss Elizabeth Wirtz' hair into its elaborate bouffant style.

The sparkle that was missing in the afternoon returned in the evening, but there were moments of brilliance and dazzle in both shows. There was a spontaneous "OOOOhh" when Mrs. Arnold Horween came on stage in a superb blue velvet coat-cape lined in a brocade of purple, blue and gold to match her long sleeved, full skirted gown.

There was plently of dazzle in the $132,000 pear shaped diamond ring worn by Mrs. Faurot Bennett. She and Mrs. Mark S. Willing, modeling for Spaulding & Co., jewelers, were worth a cool quarter of a million each, while Mrs. George Rich III and Mrs. Charles H. Foster shared $110,000 worth of rubies and diamonds designed and owned by the Juergens and Anderson company.

Older Models Lauded

Mrs. T. Clifford Rodman and Mrs. William B. McIlvaine Jr. who returned to the stage after absences of some years, proved with their slim figures, elegant carriage, and warm smiles that the other woman can indeed keep her looks and style. Mrs. McIlvain's black crepe evening gown girdled with rhinestones was the ultimate in sophistication, Mrs. Rodman's gray-blue satin gown with sparkling bodice was priced at $1,000 and already has been purchased!

Mrs. James Goff made an impact on the audience in a stunning trench coat of rare black Tanganyika leopard; Mrs. Ralph E. Ellis was a knockout in a royal blue velveteen coat lined in emerald green worn over a simple sheath of blue with tiny cap sleeves.

'For a Rug?'

Mrs. William C. Douglas, who is a skiing enthusiast, wore a becoming stretch ski suit of red topped by a short jacket of skunk. [Later Mrs. Douglas dropped her $595 parka on the floor to see how she would like it for a rug in the mountain home the Douglases are building near Denver.] Mrs. Thierry McCormick topped her black stretch outfit with a jaunty chasuble of lemon ice suede.

The chalet before which they posed [the "perfect daughter" of course was a champ at sports, too—before she became President!] was transformed into a chapel with colorful stained glass window for the wedding.

Settings Outstanding

The settings were outstanding, especially the chapel, the scene on board an ocean liner ['tis said a Cunard line official played the part of the captain] and the final ballroom setting. It was given an air of elegance with arches and chandelier to set off the elegant evening costumes.

The scene in which Mrs. O'Neill played the business executive [a take-off of Joan Crawford in her Pepsi-Cola office] was lively and among the models showing clothes offered for her approval was Mrs. Charles H. Percy. Her brother, John Guyer of Los Angeles, brightened the afternoon for the press room gang [including representatives of national magazines this year] when he arrived with a chocolate cake inscribed "Happy 44 Chuck" for Mr. Percy. Mr. Percy, who had a speaking engagement last night, came to see his wife model, but got trapped on stage before the show started, and was looking for Mr. Guyer when Mrs. Percy was on!

Not for Sale

At least one dress on the runway will not be for sale in any Chicago shop today. It is the stunning sheath with low flounce which Mrs. Ike Sewell had made of gray wool to wear under the reversible coat of Norwegian blue fox and gray and gold brocade which she modeled with dash. Mrs. George M. Keller Jr. wore her own dress under a dramatic long black satin evening gown. On her head was a Cleopatra type helmet of black sequins and beads. "I might as well not have bothered to get my hair done," she laughed.

The seats were pretty well sold out for the afternoon show, and "two-thirds are taken," was the word in advance about the evening show. Opinions of the afternoon audience members varied.

Some Comments

"I thought the show was fascinating," said a newcomer to Chicago. "It's the first fashion show at which I watched the models instead of the clothes!"

"I hated the show," remarked a woman as she departed, "but this is my favorite song!" she added as Lou Breese played "Everything's Coming Up Roses."

"The show hasn't the spark of some years."

"The story line is too contrived."

"I think it's a grand show—all the clothes are beautiful!"

"I enjoyed every minute of it."

"Thank goodness Mrs. Ward finally got out of that pink dressing gown!" [For her "dreams" about her perfect daughter the narrator remained as she was dressed for breakfast. In the ball scene she had changed to a blue evening gown.]

The young men who escorted the "All-Round Type" women wearing apres ski costumes, wasted no time getting off stage, back stage, and making a quick clothes change. By intermission time all were business-suited and waiting on the red-carpeted Wabash avenue sidewalk for their "get-away car to arrive."

Mrs. Alexander L. Cochrane, who prompted remarks of "how chic can you get?" when she accepted a telephone call to London while in the dressing room, modeled two costumes. One was a pink and white shipboard costume, the other a cocktail costume of brocade.

Show Memories

Other memories of the show: Mrs. Rostislav Romanoff Jr.'s terrific evening gown which combined a bodice of white ermine with a floating skirt of sienna chiffon, and Mrs. James F. Ott's ruby velvet princess coat over a matching ballgown; the graceful walk of Mrs. Donald C. Hannah, who closed the show in a black sheath draped with chiffon, the strapless bodice embroidered in jet. Her daughter, Daryl, 2, was the tiniest model, and she didn't want to take off her "show" dress, or go home for a nap before the evening performance. "This is my dress," she announced with a mighty frown, "and I'm not tired."

C. Nicholas Johnson III, 8, took his duties as 6-year-old Mallory Boyle's escort quite seriously. Towing Miss Boyle by the arm, he explained to one woman: "We can't be separated. We only met three days ago, but we're getting along fine."

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OCT 3 1963

THEY WERE THERE

Sportive . . . Mrs. Robert McLallen (left) and Mrs. Ellen Foster model fashion's new look at recent Presbyterian-St. Luke's fashion show in Medinah temple.

Sophisticated . . . Mrs. Edwin Cochran poses in slim jersey gown for evening wear.

Sentimental . . . a 44th birthday cake presented backstage to Charles H. Percy, who looks on as Tribune photographer Hardy Wieting snaps Mrs. Percy's picture after her modeling stint. Proceeds from the 37th annual show will benefit hospital.

#47666 1963-66

Red Carpet Out for Fashionable Stampede

Emily Brown (left) takes the natural line in her cuffed suede a pres shi shirt with Paisley filing in the neck. Stretch pants are brilliant green. Mrs. Bennet B. Harvey, Jr. wears natural Somali leopard pullover with black knit turtleneck and slim black stretch pants. Designed in Paris by Hermes —from Field's.

Long black velvet, designed by Florence Eiseman, makes an early entrance for holiday parties on little Caroline Nadler. The short puffed sleeves are edged to match the three-tiered cape of pleated batiste, fastened with a red tie. Caroline's blond hair is a wee wig. Crown from Little Bramson.

Jeunes filles et garcon — Designed expressly for Carson's in France were (left to right): Helen McSweeney's red velvet Empire tunic dress, its underskirt frosted in white lace flowers to match her evening chapeau and silk duelling shirt and red velvet pants worn by her escort, Frank Sims. Both from Jacques Heim's first collection for children. Leslie Miller wears Lanvin's petal gown — its soft gold skirt blooming from a stem of purple.

'War Paint' and Haute Couture at Presbyterian-St. Luke's Show

BY PEG ZWECKER

A fashionable stampede set the mood of youthful buoyancy before the Presbyterian-St. Luke's fashion show ever started.

Women pouring out of chauffered cars onto the red carpet flanked by man-size Pepsi Cola bottles nested in mammoth white mums knocked one over in their excitement to get inside.

"I really thought they had a body in there," quipped one dowager as she watched the soft drink streaming over the flowers.

"Our generous friends" is the way the Woman's Board of the hospital referred to the soft drink company and the Cunard Steam-Ship Company, Ltd.—who were co-angels of the 37th annual show at Medinah Temple.

The layered look was out full force even though the afternoon temperature soared to 85. Warmest, but tres chic, was the young lady in long sleeved black suede and warpped to her chin in sable to match her fur chapeau.

Inside the spacious dungeons, the society mannequins heard these instructions over a loud speaker:

"I know you think you'll look like Indians, but don't take off your make-up when you go out to dinner. It will be touched up before tonight's show."

WHILE daughter was putting on grown-up airs in her dressy floor length gown and blond wig, Mommy was modeling playclothes, sportswear and getting younger by the minute in Little Red Riding Hood cover-ups; or, dressing like a little lamb—the sportive look—for instance, a yellow turtle-neck jersey dress topped with a sleeveless jerkin of white Indian lamb by Jean Louis.

"I think it's silly" were the sentiments of one five-year-old girl.

Winter play wear signaled THE sportswear look.

So that those who ski or apres ski, can at least look like skiers, Marshall Field & Co. traveled to Paris to have Hermes design a group especially for the show.

Also, Givenchy made their beautiful wedding presentation which introduced a new tortoise shell pattern in white faille for the bride and pale iridescent yelow faille for the attendants.

THE "WAR PAINT" was another first. Eleven make-up experts from Estee Lauder were flown here from New York to do their first Chicago show.

Saks Fifth Avenue hairdressers coiffed all the mannequins' hair.

The accent was on youth from the moment the curtain went up on Carson's children's clothes from the Paris couture.

There were other "firsts." The first collection of miniature fashions ever designed by Jacques Heim; enchanting creations by Madame Christophe (the first in any retail store) designer for only special people such as Princess Caroline of Monaco and the Eisenhower grandchildren, all part of the State Street store's "Vive la France" salute.

September 28, 1963
Chicago Daily News

#47166 1963-67

CHICAGO
SUN-TIMES

Family Magazine

SATURDAY, SEPT. 28, 1963 PAGES 23-37

SHOW-STOPPERS ALL

Fashion Glitters For St. Luke's

By Jean Neal

From the moment the orchestra struck up "I Enjoy Being a Girl" the mood was set for the 37th annual Presbyterian-St. Luke's fashion show.

Mrs. J. Harris Ward's magnificent portrayal of the mother in a household of men, who dreams of "just one girl," provided the narrative thread around which the show was staged.

Two performances, Friday afternoon and evening, kept 98 glamorous society mannequins on deck in Medinah Temple 'round the clock.

AFTER AN almost disastrous opening in the afternoon, at which neither lights nor microphone functioned properly, children's fashions presented by Carson Pirie Scott & Co. took the audience by storm.

Fourteen creations, made in France especially for the show, featured the tricolors and reiterated Carson's current Vive la France promotion. Among the most enchanting children, Helen McSweeney and Frank Sims wore ruby velvet brother and sister outfits created for the wedding of Paris couturier Jacques Heim's son.

French fashion provided another show-stopping sequence in Marshall Field & Co.'s collection of ski and apres ski outfits by leather couturier Hermes. In the only obvious effort to reflect the real news in fall fashion, the Marshall Field & Co. collection presented the sportive and then the splendid, in the bridal scene which followed.

HUBERT de Givenchy, couturier to Paris' young fashion connoisseurs, created the bridal gown and four bridesmaids' dresses. The bride, Mrs. Michael Van Buren, is a brunet beauty. She wore a slender, traditional gown of white moired faille with a cascade of floor-length veiling from a small

Turn to Page 26

In Marshall Field & Co.'s sequence of ski wear designed by Hermes of Paris, Mrs. William C. Douglas wore a show-stopping ski suit of rose red stretch fabric topped by a just-for-fun skunk parka.

In the inaugural ball finale, Mrs. Donald C. Hannah was a dazzling beauty in Philip Hulitar's black jet and chiffon gown presented by Saks Fifth Avenue. (Sun-Times Photos by Carmen Reporto and Charles Gekler.)

RIGHT: Daryl Hannah, youngest fashion plate in the show, wore a delicate floral print pinafore created in France for Carson Pirie Scott & Co.

BELOW: The inquiring male who stepped into the Medinah Temple press room, was Charles Percy, looking for his model wife.

ABOVE: Mrs. John T. Mayo wore a stunning costume designed by Coty Award winner Bill Blass, for Chas. A. Stevens & Co.

St. Luke Fashions Are Show-Stoppers

Opening of the Lyric Opera and two grand balls—the Opera and Consular—add up to a big night Friday.

ABOVE: Rubies and diamonds like these will contribute to the glitter. Mrs. George Rich III wears them with a green chiffon gown.

LEFT: Ultimate in evening luxury — gown, coat and shoes, all in pure silk brocade; the coat cowl-collared in Lutetia mink — worn by Mrs. Arthur Dole III.

BELOW: The young, such as Susan Lennox (left), like the sophistication of black with a soft touch of white mink —or (right) the coral velvet as worn by Mrs. John Dern.

Continued from Page 23

coronet headpiece. Her attendants, in yellow faille, carried long stemmed roses. During her swing around the gigantic Medinah Temple stage the bride managed her veil with aplomb, but she appeared thoroughly terrified.

After her marriage—and the show's intermission — Mrs. Ward's dream daughter goes on to greater fashion glory as an author, playright and finally the first woman President!

In these sequences, the most beautiful array of society mannequins possibly ever assembled for the show modeled a fortune in furs, jewels and evening gowns.

GLAMOR clothes have always been the trademark of Chicago's oldest and most famous fashion show. Certainly no one in the near capacity audience could have been disappointed in this year's dazzle.

The haute couture names in American fashion were responsible for many of the most magnificent evening creations. Jean Louis' designs for Stanley Korshak, Burke-Amey's royal velvet opera cape for Couture Inc., Philip Hulitar's siren gown for Saks Fifth Avenue and Coty Award winner Bill Blass of Maurice Rentner's magnificent brocade for Chas. A. Stevens & Co. are typical of the best in American — as well as Chicago—fashion this season.

The lavish furs which were highlighted in both sportswear and grand ball sequences also reflected the off-hand elegance mood of the season. They ranged from reversible Norwegian blue fox and brocade opera coat to a strictly-for-fun natural skunk parka. Even pretend pelts came in for their share of the limelight in Chas. A. Stevens' stencilled leopard suit.

Coiffeurs and makeup, as expert as ever, were done by Antoinne of Saks Fifth Avenue. Some of the evening hair arrangements were as memorable as the creations they were meant to enhance. Mrs. James F. Ott, who was, two years ago, one of the loveliest of the long list of "St. Luke's brides," became as regal as a monarch this year via her towering coiffeur and ruby velvet costume.

CHILDREN SHARE FASHION SPOTLIGHT

In Paris, a debutante's dancing partner is often a boy from the Ecole Polytechnique. Mallory Boyle found Nicholas Johnson Jr., in his miniature Polytech uniform, a self-confident escort in the Presbyterian-St. Luke's fashion show. In about 12 years they may be doing the debut balls together.

A French bride's attendants are always children, dressed in the mode of the past. Helen McSweeney and Frank Sims were a little bridesmaid and page, in costumes designed by Jacques Heim. (Sun-Times Photos by Carmen Reporto)

#47666 1963-69

Doings
Clarendon Hills, Ill.
Weekly Circ. 1,221
OCT 10 1963

Benefit Models

MRS. HORACE COBB JR. of Hinsdale left, with Mrs. Donald C. Hannah, was among models appearing recently in the Presbyterian-St. Luke's fashion show. Mrs. Cobb wears a Hattie Carnegie strapless ballgown in tones of green and sapphire, and Mrs. Donald C. Hannah models a Philip Hulitar sheath of black chiffon, embroidered in jet.

Courier-Review
Lake Zurich, Illinois
Weekly Circ. 599
OCT 17 1963

* * *

GIVENCHY EXCLUSIVE: Show stoppers at Presbyterian-St. Lukes fashion show in Chicago this year came from Givenchy by way of a wedding group especially designed for the show . . . Marshall Field presented Givenchy's bride in a coat-dress gown of white moire faille with cathederal-length train, tie belt and bejeweled matching domed pill box and a long, long veil . . . attendants in pale yellow faille with floor-length controled skirts . . . another exclusive of the show—Field's group of 10 ski and apres-ski wear from Europe designed for the show. Most loved and applauded by the audience—Carson Pirie Scott's group of children dressed in French clothes . . . to tiein with current "Viva la France" promotion.

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Hinsdale Edition
Suburban Life
Thurs. Comb. circ. 34,986
OCT 17 1963

Modeling this Bramson suit in the Presbyterian-St. Lukes Fashion Show was Mrs. Daniel Douaire, of Chicago, the former Peggy Hanna, of Hinsdale. Member of the fashion show committee was Mrs. James A. Knight, 231 E. 6th, Hinsdale.
(Guthman Photo)

Models in Fashion Show

Mrs. John Siragusa of Old Dundee road, Barrington, in an outfit in which she appeared in the 1963 Presbyterian-St. Luke's Fashion Show in Chicago. She is pictured wearing a dark green wool dress and three-quarter length whip-cord jacket in almond green by Norell from Blum's Vogue.

#47666 1963-70

In the Famous St. Luke's Fashion Show

Mrs. Silas Cathcart wears Pauline Trigere's wool tweed cape suit which reverses from beige to blue and whispers youthful sophistication. A light blue blouse tops a beige skirt. From Bonwit Teller.

Mrs. Faurot Bennett with a king's ransom of blazing rubies and diamonds is the focus of all eyes. Notice particularly the enormous pear-shaped diamond ring. Mrs. Mark Willing, Jr. is magnificent in emeralds and diamonds. The necklace with matching earrings, a fabulous ring and a regal clip—all in emeralds and diamonds.
From Spaulding & Company.

Mrs. A. B. Dick III in Phillip Hulitar's cocktail gown—its concealing black velvet bodice contrasts with the white satin skirt sprinkled with royal blue and black flowers. From Saks Fifth Avenue.

Mrs. Harry B. Clow looks romantically beautiful in a hat of flaming ostrich and black velvet and Mrs. John McGuire is tantalizing in a dream hat—a swirl of rare black paradise. Created by Mr. B. B. Green-Field of Bes Ben.

Mrs. George Rich III exhibits this artistically designed jewelry—blending rubies and diamonds into exquisite bracelets, eardrops, and a pendant necklace.
From Juergens & Andersen Company.

Mrs. James F. Ott is regal in Ben Zuckerman's ruby velvet princess coat with ascot of chinchilla and flashing jewelled buttons covering a couture ballgown of great elegance. From Elizabeth Arden.

Photos by Harold Guthman Studios

October - Townsfolk

Fashions For Fall

ABOVE LEFT: Mrs. Alexander L. Cochrane (left) and Mrs. Gardiner B. Van Ness modeled these gowns by Jean Louis at the recent Presbyterian-St. Luke's Fashion show. The gowns are from Stanley Korshak.

ABOVE RIGHT: The models here are (left to right) Mrs. William H. Rentschler, Mrs. James R. Coulter, Mrs. William B. Davies and Mrs. A. B. Dick III. These gowns came respectively from Robertson's, Frances Hefferman, Charles A. Stevens and Saks Fifth Avenue.

LEFT: Mrs. T. Clifford Rodman (left) and Mrs. William B. McIlvaine wore these evening gowns for the show's two performances from Millie B. Oppenheimer.

RIGHT: Two more gowns by Jean Louis and from Stanley Korshak were modeled by (left) Mrs. Ross D. Siragusa Jr. and Mrs. T. Stanton Armour.

#47666 1963-72

Lake Forester-News
Lake Forest, Ill.
Weekly Circ. 3,670

OCT 10 1963

Regal red riding hood—Mrs. Arnold Horween Jr. resplendent in Burke-Amey's royal blue velvet opera cape, hooded and lined in Bianchini brocade. The lining matched the long sleeved ball gown underneath of purple, blue and gold brocade. From Couture, Ltd.

Daily News
Sept. 28, 1963

MIDWEST NEWSCLIP, INC.
Box 1359, Chicago 90, WEbster 9-5497

North Shore Life
Waukegan, Ill.
Daily Circ. 3,889

SEP 30 1963

Hospital Benefit

Fashions Are 'Dream'

BY DONNA RAMSEY
(Staff Writer)

The dream of a mother, who had three sons and always yearned for a daughter, unfolded before audiences Friday at two productions of the 37th annual Presbyterian-St. Luke's Fashion Show in Medinah Temple, Chicago.

Scenes in the show revolved around fancies of the mother, played by Mrs. J. Harris Ward of Lake Forest, of having a daughter — one who was "soft, quiet and simply perfect!" The dream daughter was portrayed by Mrs. Joseph O'Neil Jr. of Winnetka.

Through a two-hour parade of exquisite fashions, shown by 22 exhibitors, the fantasy daughter blossomed from a best-dressed child to a debutante, a bride, a business executive and finally the president of the United States.

While "thinking very young," the mother envisioned her daughter as a child wearing the most beautiful fashions in the world. Appearing on stage during this scene were 14 children who charmed the audiences. Their clothes were from the provinces of France to the Riviera and Paris.

Couture appropriate for a debutante and her mother were presented in an "almost in bloom" sequence which featured the dream mother and daughter viewing costumes in a salon.

Mrs. Philip D. Block Jr. of Chicago and Glencoe, whose future daughter-in-law, Shaun Cudahy of Lake Forest, also modeled in the show, wore a white tweed flecked with black wool coat and dress ensemble.

In College

The daughter goes to college, where she's "rather poor at writing home, but never fails to telephone," and becomes "the queen of them all." Her reward is a gala trip to Europe, aboard a ship of the Cunard Steamship Line, Ltd., one of the show's sponsors.

"On deck" styles in this scene were shown by dark-haired Mrs. John T. Landreth of Lake Forest, who looked sportive in a rust wool suit designed with a standing rolled collar and trimmed with double flaps on the jacket and skirt.

Mrs. Vernon Armour of Lake Forest wore a creamy caramel cape, lined in pearl gray to match an ultra simple and sleeveless dress worn under it. A wool tweed cape suit that reversed from beige to blue was modeled by Mrs. Silas Cathcart of Lake Forest. A light blue blouse accented the beige skirt.

Looking warm and gay for an afternoon on deck was Mrs. G. Scott Hodgkins of Lake Forest in a hot pink town coat fashioned with a dropped torso and flounced hem. Its double-breasted cut sparkled with jewel buttons.

The scene shifted to a chalet nestled on snowy ski slopes, after the mother pronounced her daughter had "beauty, brains and vitality and was the all-round type."

Appearing on the runaway was a show favorite, Mrs. Phelps Swift of Lake Forest. Her lemon-ice suede costume was sparked by a dashing reversible poncho. Shaun Cudahy, who will marry Andrew Keith Block in January, modeled a supple ruby red suede pullover blouse paired with tapering snowy white pants.

Complimenting the violet stretch pants on Mrs. David Bell Peck III of Lake Forest was a hooded pastel suede jacket lined in bleached white mink. Perfect for after a day on the slopes was a lemon suede chasuble shown by Mrs. Thierry McCormick of Lake Forest. It was worn over a turtle-neck sweater and black stretch pants.

Her avid interest in winter sports made Mrs. William C. Douglas a perfect choice to wear a two-piece stretch ski suit of rosy red. Her unique parka was of horizontally worked natural skunk.

Charles Nadler and Leslie Miller, young models in recent Presbyterian-St. Luke's fashion show, pause on stage in their French outfits. (C photo)

Tribune
Chicago, Ill.
Morning Circ. 907,570

OCT 8 1963

'Dreamiest Day'

A bridal scene enhanced the mother's soliloquy on her daughter's "dreamiest day of her life." In a chapel scene were bridemaids dressed in pale yellow faille. The bride, Mrs. Michael Van Buren, was gowned in white moired faille. Her cascade of illusion veiling fell to the floor in a wide train.

The show's other sponsor, the Pepsi-Cola General Bottlers, Inc. of Chicago, was saluted in a scene where the daughter, "a genius at work," was chairman of the board.

Designs to take care of every occasion in a busy life were emphasized as models, including Mrs. Ross D. Siragusa Jr. and Mrs. T. Stanton Armour of Lake Forest, did their runway stints.

Mrs. Siragusa's black velvet dinner suit was the essence of timeless elegance. Under the jacket was a shirt, hand embroidered with crystals and bugle beads. Mrs. Armour was in a shirtwaist at-home costume in autumnal shades of brown and gold brocade.

The genius in the dream daughter certainly was not limited. Her creative flair made her the first lady of the arts, as revealed in a scene where her film has its premiere.

Mrs. James R. Coulter of Lake Forest was one of the mannequins who modeled theater clothes. Her black velvet cocktail dress was embroidered in jet braid. Lake Foresters Mrs. John T. Mayo, in a rainbow color brocade coat, lined in chartreuse, and a matching dress, and Mrs. A. B. Dick III in a cocktail gown of black velvet and white satin were seen. Mrs. Harry B. Clow of Lake Bluff donned a hat of flaming ostrich feathers and black velvet for the occasion.

Reaches Top

The dream daughter reaches the top when she's toasted as president at an Inaugural Ball. Detectives guarded the fabulous collection of jewels in the basement of the Medinah Temple that was shown in the finale.

Mrs. William C. Bartholomay and Mrs. DeWitt W. Buchanan Jr. of Lake Forest were two of the models in the scene that featured breath-taking ball gowns and furs.

Blonde Mrs. Bartholomay was the picture of luxury as she turned on stage in a full-length Russian sable coat with notched collar and slim lines. Entering the ball in a horizontally striped brocade gown of blue, green and silver was Mrs. Buchanan.

Friday's shows marked the first time since World War II that an evening performance was staged in addition to the afternoon one. Husbands, beaux and families applauded their favorites at the 8:30 p.m. production. Charles H. Percy, Republican aspirant for the Illinois governorship, was on hand at both shows to see his wife model.

The annual fashion benefit is arranged by the Woman's Board of Presbyterian-St. Luke's Hospital, Chicago.

Mrs. William S. North of Lake Forest was chairman of this season's show, appropriately entitled "Daughters Are for Dreaming."

#47662 1963-73

VOGUE'S NOTEBOOK

A fashion spectacular with amateur mannequins and healthy proceeds for a Chicago hospital

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It opened with the matinée and closed with the evening show and went on record as one of the more rousingly successful fashion shows ever held in Chicago. Started thirty-seven years ago by The Woman's Board of Presbyterian-St. Luke's Hospital with a small tea, this annual party has spilled over onto the vast stage of the Medinah Temple and toted up over one million dollars for its beneficiary. This year's two performances, slickly staged with a narrative that even included a bit of suspense, drew over seven thousand spectators to watch some one hundred amateur mannequins wear clothes and jewellery, by important American and French designers, from Chicago shops. (The mannequins, picked like slivers of gold from the roster of Chicago beauties, have been judged for poise on the 1963 runway with the 1964 cast in mind.) All over town there were pre-show luncheons and dinners for mannequins and

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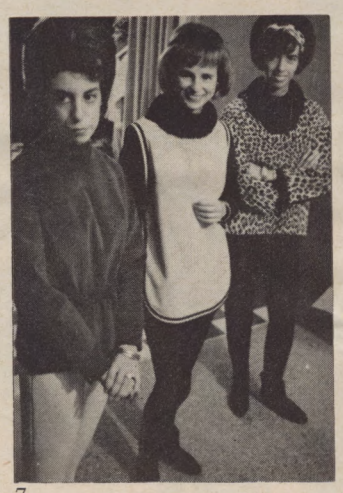

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committee members, but the guests of honour could only dart in and out of such parties. What the committee members were saying, the mannequins were obeying: "Remember, girls, smile, always smile, and look up at the balcony, and please be *quiet.*" Mannequins: 1. Mrs. James Ott (left) and Miss Elizabeth Wirtz (right) being interviewed by Miss Eleanor Page of the *Chicago Tribune.* 2. Mrs. John S. Jenkins; Mrs. Ross D. Siragusa, junior; Mrs. T. Stanton Armour. 3. Mrs. Donald Hannah. 4. *Preparing for the bridal tableau:* a recent bride, Mrs. Michael van Buren. 5. Mrs. De Witt Buchanan, junior; Mrs. William C. Bartholomay. 6. *In the audience,* Mrs. Lester Armour, co-chairman of the Mannequin Committee, who selected the models. *Modelling ski and après ski clothes:* 7. Miss Shaun Cudahy; Mrs. Thierry McCormick; and Mrs. Bennet Harvey, junior. 8. Mrs. J. Michael O'Riley.

#47666 1963-75

TOWN + COUNTRY MAGAZINE

bold stroke
of suede
après the slopes
one of a collection
by Hermes
in our Ski Chalet
shown at the recent
Presbyterian-St. Luke's
Fashion Show

Marshall Field & Company
CHICAGO

#417666 1963-74

Fall Fashion Sho

By Eleanor Page

THE AUTUMN fashion show season opens this week and continues at a fast pace thru the month. Here is a bouquet of young women — photographed by Earl Gustie in the colorful flower beds of Lincoln park — who represent six of the largest of these September benefit events. Standing at the left, in a red wool suit, is Mrs. Frank A. Ames, who is working for the Cuneo hospital luncheon and fashion show Sept. 18 in the Hilton hotel. Mrs. Howell Benjamin Hardy, prettily suited in pink, will take part in the Children's Memorial hospital show and luncheon which will launch the season Wednesday in the Guildhall of the Ambassador West hotel. The ruby color of Mrs. Shepherd M. Roberts Jr.'s suit (center, rear) indicates the 40th anniversary year of the Winnetka board of Northwestern University settlement, which will have its big luncheon and fashion show Sept. 10 in Winnetka. Mrs. George M. Keller, seated in the foreground, in the blue coat, is among favorite models returning, after several years' absence, to the Presbyterian-St. Luke's Fashion show because husbands have asked to see some of the outstanding models they've heard their wives talk about over the years; there will be an evening show as well as an afternoon one Sept. 27 in Medinah temple. Miss Betty Wirtz, standing at the right, represents the Illinois Children's Home and Aid society's benefit luncheon and fashions event to be held Thursday in the Drake hotel. In green at the far right is Miss Sheila Grattan, whose interest is in the fall designers' showing Sept. 10 in the 28 Shop at Marshall Field & Company for the benefit of the St. Joseph's hospital obstetrical fund.

Chicago Tribune

SUNDAY, SEPTEMBER 1, 1963

FEATURES • THEATER • MUSIC • ART
MOVIES • BRIDGE • SOCIAL LIFE • FASHIONS

Days Are in Bloom